NOVEMBER 30, 1959 THIRTY-FIVE CENTS

29TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WROC-TV

ROCHESTER, NEW YORK

Ten years of dependable service to the people in WROC-TV's coverage area—now more than a million of them who spend over $2 billion a year for products and services.

NBC-ABC · CHANNEL 5 · ROCHESTER

Represented by

Edward Petry & Co., Inc.

The Original Station Representative

A TRANSCONTINENT STATION

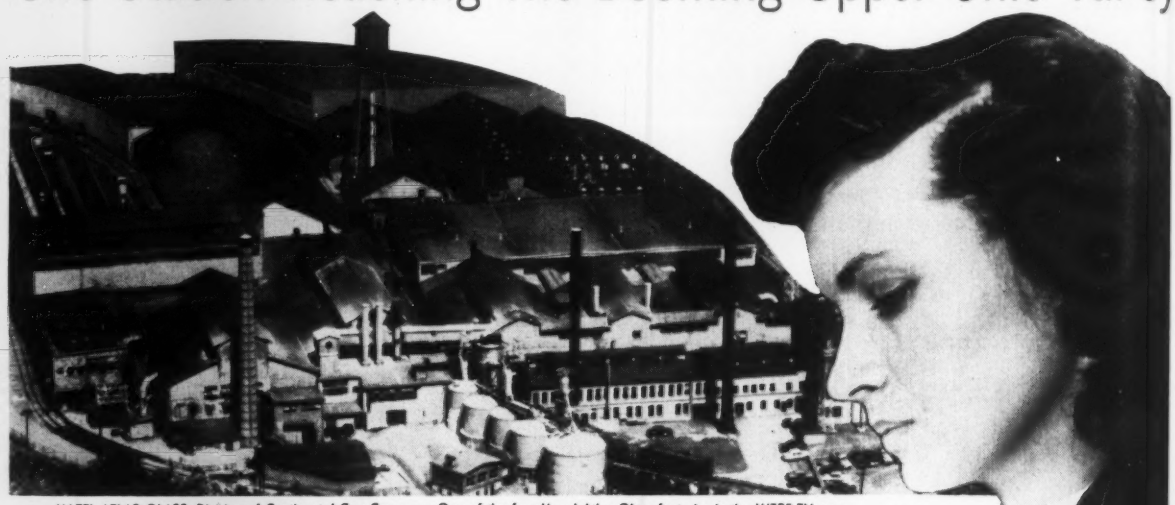
WGR-TV, Buffalo, N.Y. · KFMB-TV, San Diego, Calif. · WROC-TV, Rochester, N.Y. · KERO-TV, Bakersfield, Calif. · WNEP-TV, Scranton—Wilkes-Barre, Pa.

WGR-AM-FM, Buffalo, N.Y. · KFMB-AM-FM, San Diego, Calif. · WROC-FM, Rochester, N.Y.

WHEELING: 37TH* TV MARKET

*Television Magazine

One Station Reaching The Booming Upper Ohio Valley



HAZEL-ATLAS GLASS, Division of Continental Can Company. One of the four Hazel-Atlas Glass factories in the WTRF-TV area

The HA trademark is nationally recognized whether it's found on a decanter, hand-cream container, drinking glass or home-canned jar of peaches. With Wheeling headquarters, Hazel-Atlas Glass commands even greater recognition in the WTRF-TV 36-county region by employing 4700 people drawing a 20 million dollar annual payroll. With their advanced approach to package design and continuous expansion endeavors, Hazel-Atlas typifies one of the diversified industries making up this prosperous, booming Upper Ohio Valley.

No. 15 IN A SERIES—GLASS CONTAINERS

Hazel-Atlas, another great name in the industrial picture of this rich and busy Wheeling Market; where 2 MILLION PEOPLE with a spendable annual income of OVER TWO BILLION DOLLARS react to what they see and hear from WTRF-TV, Wheeling. Are these folks getting your advertising message? Does the fact that major rating services consistently rank WTRF-TV *first* appeal to you?

For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777. National Rep., George P. Hollingbery Company.

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

SHE'S A BALTIMORE HOUSEWIFE . . .

SHE'S LISTENING TO A*L*P* . . . A*L*P* . . . A*L*P*

AND SHE LIKES WHAT SHE HEARS!

A*L*P*

*ADULT *LEVEL *PROGRAMMING . . .
IS PREFERRED RADIO IN BALTIMORE AND THE MARYLAND MARKET

WCBM'S own particular brand of programming—A* L* P* is the kind of programming adults prefer to tune to—and stay with—all day long—in their homes or in their cars! A* L* P* features solid, interesting and enjoyable adult listening . . . preferred music . . . preferred drama . . . preferred local and national news . . . preferred commentators . . . preferred comedy!

Get the WCBM fact-and-rating story . . . and you, too, will prefer WCBM in Baltimore's 1,500,000 plus market!

WCBM

A CBS Radio Affiliate 10,000 Watts on 680 KC
Baltimore 13, Maryland

PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

KRLD-TV
KRLD-TV
KRLD-TV
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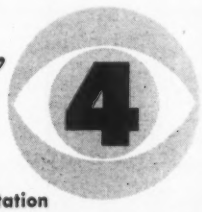
KRLD-TV

Buy the richest market in Texas — Dallas-Fort Worth — when you buy KRLD-TV, Channel 4 in Dallas . . . consistent favorite in 675,000 TV Homes.

Ask a Branham Man for KRLD-TV "measured preference" facts folder.



Clyde W. Rembert, President
The Dallas Times Herald Station
TV Twin to KRLD Radio 1080, full-time 50,000 watt Voice of Texas.

CLOSED CIRCUIT®

Clamor for codes • There's almost complete agreement in government circles that broadcasters could do much to extricate themselves from present plight by beefing up both television and radio codes—in content and application. Many federal officials have said this publicly. In private they're even more emphatic in their assertions that self-regulation—which in their view means tough codes with tough enforcement—is absolute necessity at this time. It's in recognition of this government feeling that NAB Tv Code Review Board will submit amendments to NAB Tv Board Dec. 4 (story page 39). So far there's no indication of action to strengthen NAB radio code which has seldom been mentioned in recent years.

There could be trap, however, at end of any head-long rush by tv or radio toward tighter self-regulation policies. High officials at FCC think it might be wise for FCC to embrace within its own rules any standards of self-regulation that television or radio come up with. That way there would be no question of industry-wide observance of those standards, these officials say.

Double jeopardy • Some government lawyers see strong possibility of criminal prosecution growing out of investigation of payola on radio-tv. Sec. 317 of Communications Act, a civil law, requires identification on air of anyone who gives thing of value in exchange for broadcast mention. Secs. 501 and 502 of same act provide criminal penalties for violations of other sections. Hence, it is theorized, disc jockey who takes money or valuable gift for playing certain record can be prosecuted for crime if he doesn't identify giver. Penalties can be as severe as two years imprisonment, $10,000 fine, or both.

Reservation • Although present indications are that House Oversight Subcommittee will wait until first of next year to begin payola hearings (story page 30), don't dismiss possibility members might decide to open sessions in December. They sit Dec. 9 to question Boston industrialist Bernard Goldfine. Staff member said last week House caucus room has been reserved for 10 days beginning Dec. 9 (Goldfine matter is not expected to exceed day or two) and that subcommittee has some payola material well enough in hand to make start.

Lesson in rigging • Here's how ambitious government agency can milk current headlines. Federal Trade Commission's release on filing of its complaint against Colgate Dental Cream with Gardol (see page 71) starts out: "The 'protective shield' television commercial. . . ." Second paragraph also refers to claim "in company's television advertising." But buried in third paragraph is simple clause which makes it clear that alleged advertising claim is not unique to television advertising. It reads: "The false claim, which also appeared in magazine and newspaper advertisements, has. . . ." See?

Early and late • These are happy days for Participating Programs Division (*Today* and *Jack Paar Show*) at NBC-TV. Gross for division is up 79.6% over last year, with *Today* up 120.2% and *Paar* up 61.5%. In dollars two shows will gross nearly $21 million this year, close to $13 million from *Paar*, close to $8 million from *Today*.

Petry's target • Luke-warm reception accorded spot tv by many major tire and rubber companies (in favor of printed media) is setting at least one major station representative company off on major sales effort. Edward Petry & Co., New York, is compiling facts and figures to show tire and rubber companies, which are in spot tv sparingly or not at all, that this medium can be highly effective advertising tool.

Ghost town • Cunningham & Walsh has quietly dropped its Videotown survey which for past 10 years has annually profiled tv habits in New Brunswick, N.J. Reason is two-fold: (1) Gerald Lasker, former research chief and originator of Videotown, has left agency; (2) agency feels that survey has served its purpose, 10 years of tv studying is enough, medium has matured and research effort ought to be applied to other projects.

Color tv is one development that could bring Videotown back. C&W noticed in past few years that although color was only factor that could significantly change level of viewing habits, medium was not making noticeable headway in Videotown. If color moves up in commercial importance, agency plans to quickly revive its test city surveying.

TIO staffing • Carl J. Burkland, former executive vice president of WAVY-AM-TV Norfolk-Portsmouth and still stockholder in properties, will join Television Information Office as consultant on special projects in connection with community relations, assisting Director Louis Hausman. Mr. Burkland, prior to his association with Virginia properties, was with CBS as general sales manager of Radio and Tv Spot Sales and director of CBS station administration, and previously was general manager of WTOP Washington.

Ring problem • Whether or not NBC cancels Friday night fights, sponsored by Gillette, it's apparent that some network affiliates are disenchanted in light of programming controversy and that at least one other sport—professional wrestling, may suffer. WSAZ-AM-TV Huntington-Charleston, W. Va., has notified NBC it is cancelling fights effective Dec. 18. NBC has simply stated it is "reviewing" Friday fight situation but has not arrived at decision. Gillette, which has sponsored fights since 1944, wants them continued.

Professional wrestling, most popular in tv's early days, still is carried locally and on syndicated basis throughout country. It being generally recognized that these are staged shows rather than competitive sport, question arises whether they will be continued without radical change, either in eliminating make-believe, or in labelling them for what they are.

Price of virtue • "Even if it means the loss of most of our deejays and affects our ratings, we're determined to rid our stations of any semblance of payola. Those who have access to our microphones cannot work for two masters." So said George B. Storer Sr. in personally taking over direction of all supervisory program activities through installation of system of "quality control" (story page 31).

Mr. Storer believes management must take "short hold" on all programming and to this end manual was compiled long ago to effectuate control (manual available upon request at Miami headquarters). While headquarters' program executives have continuously monitored all programs to ascertain that public service and quality standards are maintained. Mr. Storer said new system of quality control entails daily monitoring. To date, three Storer station disc jockeys and one newscaster have been released or have resigned through institution of new policy.

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in ATLANTA

THE 1 IN A BIG MILLION*

(Atlanta now has a million population)

is WAGA-TV

LEADS ALL OTHER STATIONS
Sunday through Saturday 10 pm to midnight—ARB

BIGGEST BUY IN THE MARKET
Saturday The Big Movie Double Feature at 11 pm

BIG MOVIES
BIG AUDIENCE · BIGGER SALES

MORNING: The Early, Early Show—Mon. thru Fri. 9 am
AFTERNOON: The Early Show—Mon. thru Fri. 5 pm
NIGHT: The Big Movie—Mon. thru Fri. & Sun. 11:15 pm

You know where you're going with WAGA-TV

Call KATZ

a **STORER** station

National Sales Offices: 625 Madison Ave., N. Y. 22 • 230 N. Michigan Ave., Chicago 1

WEEK IN BRIEF

MR. ADAMS

People watch in summer, too • We need an audience all year long, Thomas B. Adams, president of Campbell-Ewald Co. asserts in this week's MONDAY MEMO. Mr. Adams calls last summer's programming "Midsummer Night's Dilemma," and says that such poor fare may have adversely effected fall shows as well. His solution centers around people whose big selling season is in the summertime. Page **23.**

Curtain going up • FCC beating bushes to cast public hearings on programming beginning Dec. 7; it has gotten in touch with leading educators, administrators, critics and groups—running gamut from James B. Conant and Gloria Parker to labor unions and parent-teacher associations. Page **29.**

Teeth for the code • NAB Tv Board called into special session to consider proposed amendments to industry's television code. Several amendments to language, approved by NAB Tv Code Review Board, would state program and advertising standards in more specific language. Page **39.**

Broadcast advertising on FTC docket • Broadcaster leaders meeting with Federal Trade Commission Wednesday to establish closer liaison on guarding against misleading and false advertising. Network presidents plus NAB and Tv Code Review Board executives have accepted FTC invitation. Page **40.**

New rating service • Sindlinger & Co., Philadelphia, develops new tv rating service to provide both qualitative and quantitative measures of audiences. Reports, delivered to clients one week after telecast, are based on 1,600 interviews in 287 U.S. counties. Page **42.**

11 honors for tv • Art Directors Club of Chicago makes annual awards in tv and print. A look at the television commercials chosen. Page **44.**

More about ratings • Radio & Television Executives Society in New York hears research executives describe two "qualitative" rating services. Henry Brenner of Tv-Q ratings predicts 10 winners, nine losers among this season's new shows. Albert Sindlinger of Sindlinger & Co. criticizes "numbers only" research, announces new service to give something more. Page. **46.**

Jaguar prods dealer radio use • Car maker briefs dealers on radio advertising: what it can do and how to make it perform. Jaguar uses internationally famed racing car driver and vice president of company as its commercial announcer. Page **46.**

Next summer in Los Angeles • With KFI taking over broadcast of entire 154-game schedule of baseball Dodgers, it's likely there will be some problems about the station's NBC network commitments. Page **51.**

DEPARTMENTS

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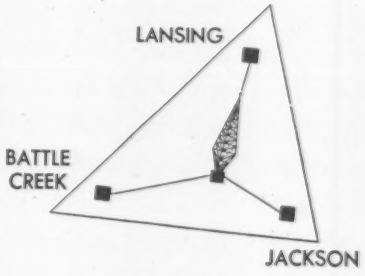
EFFECTIVE COVERAGE!

WILX-TV

Channel 10

Completely Covers Michigan's Rich GOLDEN TRIANGLE with a City Grade Signal!



WILX-TV

Serves and Sells Michigan's No. 1 Market outside Detroit

SOME PRIME TIME STILL AVAILABLE

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10

Associated with
WILS—Lansing
WPON—Pontiac

A statement on television

Television wins a daily vote of confidence in 45,000,000 American homes. More people choose to spend more time watching it than ever before. Yet today it also falls under the shadow of some ugly words – deceit, fraud, mediocrity, irresponsibility. We believe the shadow is blinding many observers to the substance. It is time to let some light in, to take an undistorted view of the facts.

Where does the shadow come from? It is cast, over many months past, by a few men who poisoned a few defunct programs in a single narrow segment of programming.

But it is a long shadow, so long and deep that it has blacked out some remarkable achievements – such as the television debuts of Laurence Olivier, Ingrid Bergman, Alec Guinness; the massive array of special programs from Astaire and Hope, to Shaw and Ibsen, to "Life in the Thirties" and Beethoven's "Fidelio"; the alert, thorough coverage of Nikita Khrushchev's U. S. visit that brought living history into the home. Apart from these peaks, the shadow has also blacked out television's genuine progress in balanced programming that meets the full diversity of the nation's viewing desires.

We at NBC do not make light of quiz-show skullduggeries. We have never condoned them nor taken part in them. We do not deny we erred in trusting those who deceived us. Against this corruption, we have acted vigorously on our own and in unstinted cooperation with all official agencies.

NBC is the first network to have set up a permanent organization within its ranks devoted to the planning and execution of whatever new measures are needed to assure the highest ethical standards throughout our operations. We will crack down on improper practices wherever they may appear, in programming or advertising.

But NBC vigorously rejects the suggestion that the reprehensible conduct of a few individuals is in any sense representative of the character of the whole television industry. We reject the loose-minded notion that it reflects on the quality of our whole program service. We reject the theory that it is cause for such drastic measures as government control, creation of a "czar" or revamping our American system of broadcasting. Though we are dedicated to improving a schedule that already sets the medium's standard for program balance, we also reject the easy course of hinting about grandiose schemes for television's Utopia.

We affirm these principles:

1. NBC assumes complete responsibility to the public for what appears on the NBC Television Network.
2. NBC will present quiz and other audience participation shows for the millions of viewers who enjoy them—and who have a right to expect that we can and will safeguard the integrity of *all* our programs.
3. From all possible creative sources, within our own ranks and outside, NBC seeks constantly to satisfy the widest possible range of program tastes and interests—be it by Western or ballet, panel show or opera, original drama or news special, football or physics, religion or comedy. We present adventure shows—and shows that are adventures in concept, substance and form.
4. As the broadest of mass media, and one committed by law and its own well-being to serve the public interest, we have an obligation to provide the entertainment and relaxation for which millions of Americans bought their TV sets. We also have an obligation to inform, enlighten and inspire.
5. Just as NBC pioneered radio networking and black-and-white television, we propose to keep blazing the trail for color television, which adds new dimensions of beauty, meaning and impact to our medium.

We have confidence in the ability of the American people to distinguish between the sins of a handful of men and the solid effort and accomplishment of an industry that does its daily job under the closest public scrutiny in history.

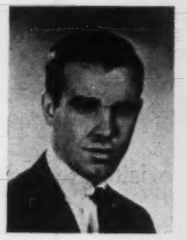
Robert W. Sarnoff
Chairman of the Board

Robert E. Kintner
President

THE NATIONAL BROADCASTING COMPANY

The position expressed in this statement was unanimously endorsed by the independent television stations affiliated with NBC from coast to coast.

SALES TIPS



William P. Marseilles
Robert E. Eastman
& Co., Inc.
New York Office

EMPATHY

A favorite sales tip of mine is to try to put myself in the other fellow's shoes.

This attitude of empathy helps to slant your presentation to the buyer's outlook, rather than to your own particular likes.

Carry it a step further. Put yourself in your competitor's shoes. Anticipate what you would offer if you were selling *his* merchandise and tailor your angles accordingly.

Anticipate your customers and your competitors. This requires extra effort but it's the finest insurance you can buy for a year round annuity of sales.

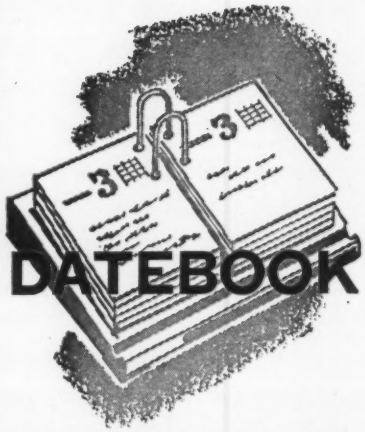
Bill

P.S. A sales tip to buyers: WCOL in Columbus, Ohio, uses empathy in programming. This approach has established WCOL way out front in ratings and in sales results for advertisers.

robert e. eastman & co., inc.

representing major radio stations

WNEW	WIL	KLAC	KJR	KXL
KNEW	WRIT	CKLW	WHBQ	KXOL
KBOX	WING	WCOL	KDEO	WARM
KQEO	WPTR	WSBA	WAAB	WKLO
KLEO	WEEP	KTOK	WSAV	KSYD
KWKY	WAMS	KXLR	WZOK	KRIZ
		KHEY		



A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS
(*Indicates first or revised listing)

Nov. 30—Academy of Television Arts & Sciences at New York, forum on music for television, NBC.

Nov. 30—Hollywood Ad Club luncheon at Hollywood Roosevelt Hotel. Robert Light, president, Southern California Broadcasters Assn., will be chairman of a panel comprising Fred Ruegg, KNX; Bill Beaton, KWKW; Charles Hamilton, KFI; Bob Reynolds, KMPC, and Bob Purcell, KFWB, to discuss "Radio—1959."

Nov. 30-Dec. 4—National Sales Executives-International Southeastern Field Sales Management Institute, Atlanta Biltmore Hotel, Atlanta, Ga.

DECEMBER

Dec. 1—Advertising Research Foundation annual business meet, Hotel Sheraton-East, New York.

Dec. 1—Radio & Television Executives Society timebuying-selling seminar. George Huntington, vice president-general manager, Television Bureau of Advertising and Horace S. Schwerin, president, Schwerin Research Corp., delve into "Sponsor Identification—What's It Worth?" Hotel Lexington, New York, noon-2 p.m.

Dec. 2-4—Electronic Industries Assn. winter conference, Statler-Hilton, Los Angeles.

***Dec. 3—Academy of Television Arts & Sciences** first luncheon in 1959-60 series. Dr. Frank Stanton, CBS president, will address group. Waldorf-Astoria, New York.

Dec. 4—NAB convention committee, NAB headquarters, Washington.

***Dec. 7—FCC** hearings begin in investigations of radio-tv programming and commercials, Washington.

Dec. 8—Radio & Television Executives Society timebuying-selling seminar. Jack Wrather, board chairman, Independent Television Corp., discusses commercial tv in Britain. Hotel Lexington, New York, noon-2 p.m.

Dec. 8—Academy of Television Arts & Sciences at Los Angeles, evening general membership meeting on "Tape vs Film" at Beverly Hilton Hotel, Beverly Hills, Calif. Dr. Frank Baxter, UCLA professor and tv teacher, will be moderator of a panel comprising James Schulke, KTLA; Tom Sarnoff, NBC; Sheldon Leonard and Bud Yorkin, producers; Bob Stefan, BBDO, and Bob Day, Ampex.

Dec. 8—Advertising Club of Boston, Hotel Statler. Speaker: Robert Hurleigh, president, MBS.

***Dec. 9—Film Producers Assn.** first in series of seminars. Meeting features panel discussion "The Sponsor Views the Film Producer." Columbia U. Club, New York.

Dec. 11—Comments due to the FCC on stereophonic multiplexing rules as part of FCC's inquiry into possible wider use for fm subsidiary communications authorizations.

Dec. 11—American Federation of Tv & Radio Artists theatre party for benefit of George Heller Memorial Foundation, ANTA Theatre, New York.

Dec. 15—Radio & Television Executives Society timebuying-selling seminar. Kevin B. Sweeney, president, Radio Adv. Bureau, presents latest radio data. Hotel Lexington, New York, noon-2 p.m.

Dec. 15-16—Senate committee on communications holds hearings on tv boosters and community tv systems in Casper, Wyo. Sen. Gale McGee (D-Wyo.) will preside.

Dec. 31—Academy of Television Arts & Sciences New Year's Eve ball, Beverly Hilton Hotel, Beverly Hills, Calif.

JANUARY 1960

Jan. 5—Radio & Television Executives Society timebuying-selling seminar. Louis Hausman, director, Television Information Office, and Gilbert Seldes, author, critic and director of Annenberg School of Communications, U. of Pennsylvania, provide "A Critique At Mid-Season." Hotel Lexington, New York, noon-2 p.m.

Jan. 6-9—High Fidelity Music Show, Shrine Exposition Hall, Los Angeles. Sponsor: Institute of High Fidelity Manufacturers.

Jan. 8—Academy of Television Arts & Sciences "close-up" dinner-show testimonial to Arthur Godfrey, Waldorf Astoria, New York. (Rescheduled from original announcement for Dec. 4 at Seventh Regiment Armory.)

Jan. 10-14—National Retail Merchants Assn., 49th annual convention, Hotel Statler-Hilton, New York. Sales promotion division board of directors meet there on 13th.

Jan. 12—Radio & Television Executives Society timebuying-selling seminar. H. P. Lasker, vice president in charge of sales, Crosley Broadcasting Corp., and William E. (Pete) Matthews, vice president-director, media relations-planning, Young & Rubicam, view "How Many Commercials Make Too Many?" Hotel Lexington, New York, noon-2 p.m.

Jan. 13—Canadian Board of Broadcast Governors opens public hearings for second tv license in Winnipeg.

Jan. 18—Canadian Board of Broadcast Governors opens public hearings for second tv license in Vancouver.

Jan. 19—Ninth annual Sylvania awards, Hotel Plaza, N. Y.

Jan. 19—Radio & Television Executives Society timebuying-selling seminar. Carl Lindemann Jr., vice president in charge of daytime programs, NBC-TV, and Frank Minehan, vice president-director of media-chairman of plans board, SSC&B, discuss "What's The Difference In Daytime Audiences?" Hotel Lexington, New York, noon-2 p.m.

Jan. 22-24—Advertising Assn. of West midwestern conference, Lafayette Hotel, Long Beach, Calif.

Jan. 24-29—NAB Board of Directors, El Mirado Hotel, Palm Springs, Calif.

Jan. 25-29—National Sales Executives-International St. Louis Field Sales Management Institute, The Chase-Park Plaza Hotel there.

Jan. 26—Radio & Television Executives Society timebuying-selling seminar. Performers Bob Elliott and Ray Goulding quip on the question of whether audiences are "Out-Sophisticating" the sponsors. Hotel Lexington, New York, noon-2 p.m.

Jan. 26—Academy of Television Arts & Sciences forum on international television, Beverly Hilton Hotel, Beverly Hills, Calif.

Jan. 26-28—Georgia Radio & Tv Institute, Athens. Co-sponsors: Georgia Assn. of Broadcasters, U. of Georgia's Henry W. Grady School of Journalism. Speaker: Sig Mickelson, CBS News president.

Jan. 27—Advertising Research Workshop, Assn. of National Advertisers, Hotel Sheraton-East, New York.

Jan. 29—Adcraft Club of Detroit, Statler Hotel. Speaker: Robert Hurleigh, president, MBS.

Jan. 30—Oklahoma Broadcasters Assn. annual meet, Hotel Tulsa, Tulsa. FCC Comr. Robert E. Lee and Balaban stations' John Box slated to speak.

FEBRUARY 1960

Feb. 2—Radio & Television Executives Society timebuying-selling seminar. T. Rodney Shearer, vice president, A. C. Nielsen Co., and James W. Seiler, director-president of American Research Bureau, square off on ratings. Hotel Lexington, New York, noon-2 p.m.

Feb. 3-5—Institute of Radio Engineers' winter convention on military electronics, Ambassador Hotel, Los Angeles.

***Feb. 4—Minnesota AP Broadcasters Assn.**, annual meeting, Minneapolis.

Feb. 5—Advertising Federation of America midwinter conference, Statler-Hilton Hotel, Washington.

Feb. 6—Art Directors Club of Los Angeles. Presentation of awards for best advertising and ed-

(Continued on page 14)

National spot has become
a full-fledged BASIC medium,
each year enveloping
more and more
of advertisers'
total marketing strategies.

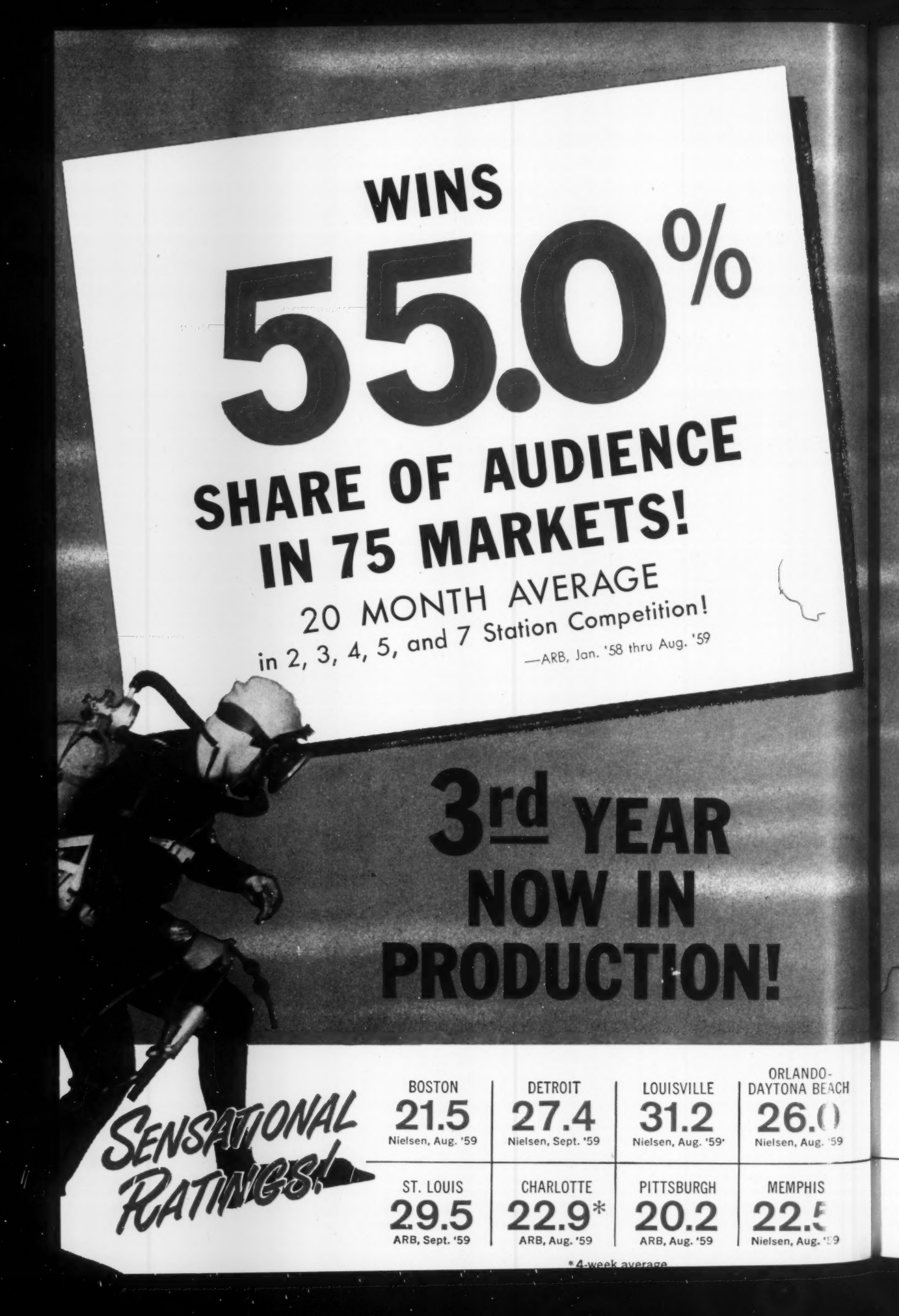
And for the best of reasons:
the spot medium best enables you
to concentrate advertising
in markets where opportunities
are greatest for your product category,
and at the same time,
bolster brand weaknesses
in specific cities.

H-R too, has acquired a new mantle —
the TOTAL SERVICE policy,
which assures represented stations
that a variety of research, promotion
and programming services
are at work building
future **sales** —
both national and local.

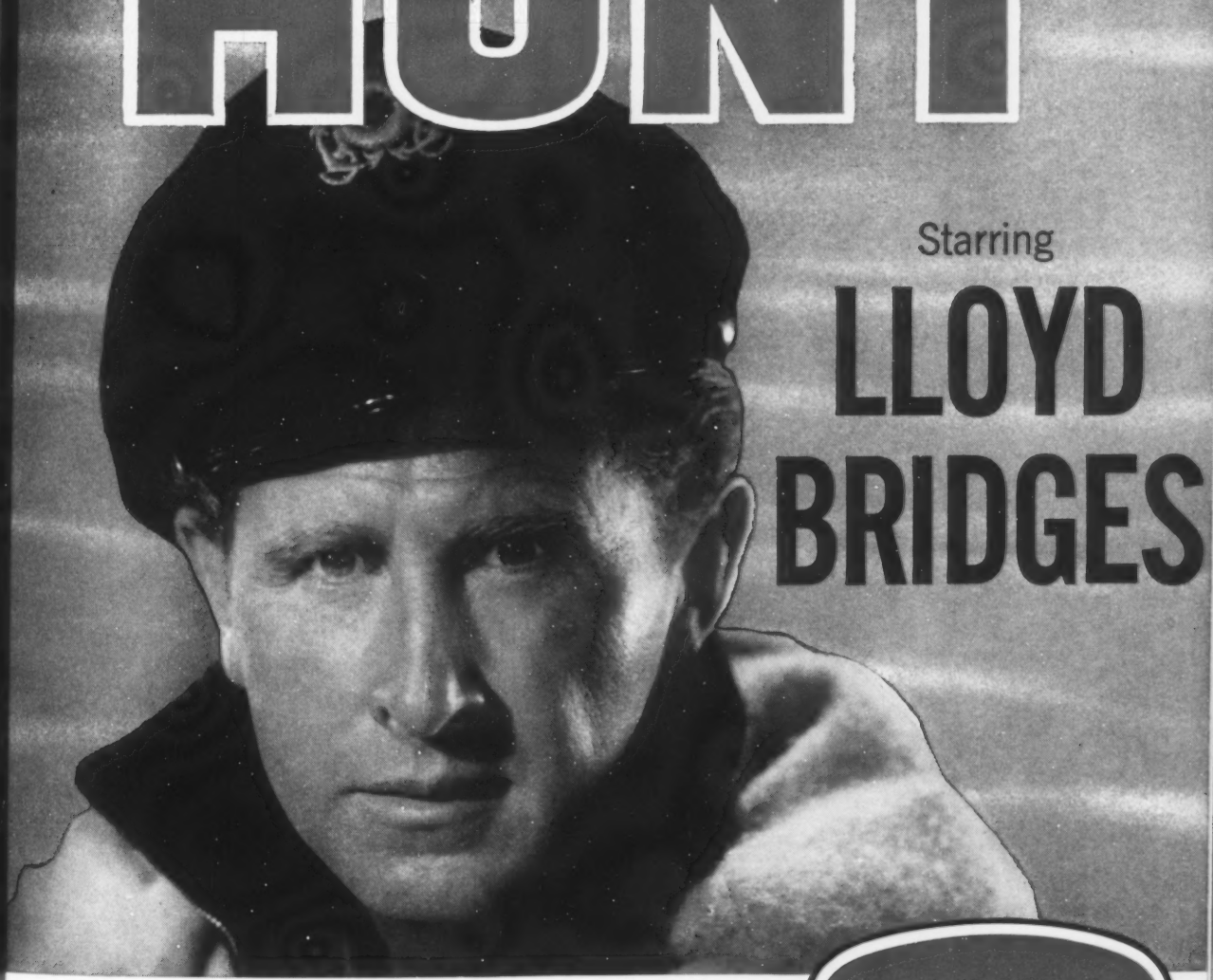
H-R *Television, Inc.*
Representatives

**"We always send a man
to do a man's job"**

New York
Chicago
San Francisco
Hollywood
Dallas
Detroit
Atlanta
Houston
New Orleans
Des Moines


WINS
55.0%
SHARE OF AUDIENCE
IN 75 MARKETS!
20 MONTH AVERAGE
in 2, 3, 4, 5, and 7 Station Competition!
—ARB, Jan. '58 thru Aug. '59
3rd YEAR
NOW IN
PRODUCTION!
SENSATIONAL RATINGS!
BOSTON
21.5
Nielsen, Aug. '59
DETROIT
27.4
Nielsen, Sept. '59
LOUISVILLE
31.2
Nielsen, Aug. '59
ORLANDO-DAYTONA BEACH
26.0
Nielsen, Aug. '59
ST. LOUIS
29.5
ARB, Sept. '59
CHARLOTTE
22.9*
ARB, Aug. '59
PITTSBURGH
20.2
ARB, Aug. '59
MEMPHIS
22.5
Nielsen, Aug. '59
*4-week average

"SEA HUNT"



Starring

LLOYD BRIDGES

SAN FRANCISCO	CHICAGO	EL PASO	QUINCY-HANNIBAL
25.3* ARB, Sept. '59	29.2 ARB, Aug. '59	26.8* Nielsen, Aug. '59	26.8 Nielsen, Sept. '59
SEATTLE-TACOMA	**NEW ORLEANS**	**JOHNSTOWN-ALTOONA**	**MILWAUKEE**
25.2 ARB, Sept. '59	28.4 ARB, Aug. '59	24.5 Nielsen, Oct. '59	26.1 Nielsen, July '59

ZIV Television

itorial art of 1959 at Statler Hotel there. Prize-winners and other outstanding entries will be displayed for following month at California Museum of Science & Industry.

Feb. 7-9—Advertising Federation of America First District conference, Statler-Hilton Hotel, Boston.

Feb. 8—Academy of Television Arts & Sciences at New York, forum on tv for children and teen-agers, CBS Studio 52.

Feb. 8—Minneapolis Sales Executives Club, Hotel Normandy. Speaker: Robert Hurleigh, president, MBS.

Feb. 9—Radio & Television Executives Society timebuying-selling seminar. Ray L. Stone, associate media director, Maxon Inc., and Robert A. Wulfhorst, associate media director, Dancer-Fitzgerald-Sample, discuss the "Station Image Factor In Timebuying." Hotel Lexington, New York, noon-2 p.m.

Feb. 14-20—Advertising Federation of America's National Advertising Week (co-sponsored by Advertising Assn. of the West).

Feb. 15-19—National Sales Executives-International Cleveland Field Sales Management Institute, Sheraton-Cleveland Hotel there.

Feb. 16—Radio & Television Executives Society timebuying-selling seminar. Bert R. Briller, director of tv sales development, ABC-TV, and Arthur H. McCoy, executive vice president, John Blair & Co., on "Selling Through Presentation—Or From The Hip." Hotel Lexington, New York, noon-2 p.m.

Feb. 17—Hollywood Ad Club second annual Broadcast Advertising Clinic, all-day session at Hollywood Roosevelt Hotel. Producers' awards for best tv and radio commercials produced in Southern California during 1958 will be presented at luncheon. Phil Seitz of "Advertising Age" and Bill Merritt of BROADCASTING are again chairmen of the awards committee. Marv Salzman of MAC is clinic chairman.

Feb. 17—Assn. of National Advertisers, co-op advertising workshop, Hotel Sheraton-East, New York.

Feb. 19—Sales Executives Assn. and Advertising Club of St. Louis, combined meeting, Statler Hilton Hotel. Speaker: Robert Hurleigh, president, MBS.

Feb. 19-22—National Sales Executives-International mid-winter board of directors meet, Robert Meyer Hotel, Jacksonville, Fla.

Feb. 21-22—Virginia AP Broadcasters—Washington & Lee U.'s radio newsmen's seminar.

Feb. 23—Radio & Television Executives Society timebuying-selling seminar. Tv personality Dick Clark speaks on the teen-age market. Hotel Lexington, New York, noon-2 p.m.

Feb. 24—Academy of Television Arts & Sciences forum on good & bad programs, Beverly Hilton Hotel, Beverly Hills, Calif.

Feb. 24-25—Fifth annual State Presidents Conference under NAB auspices, Shoreham Hotel, Washington. Presidents of state broadcasters associations will attend; Voice of Democracy luncheon will be a feature.

MARCH 1960

March 1—Radio & Television Executives Society timebuying-selling seminar. John F. Hurlbut, director of promotion-public relations, WFBM-TV Indianapolis, and Harold A. Smith, program promotion-merchandising manager, Needham, Louis & Brorby, handle topic, "It Takes Two To Tango In Agency-Station Cooperation." Hotel Lexington, New York, noon-2 p.m.

March 4-6—Disc Jockey Assn. convention, Los Angeles. Business sessions at 20th Century-Fox studios, where d.j.s will participate in filming "The Big Platter Parade."

March 7-11—National Sales Executives-International San Francisco Field Sales Management Institute, Hotel Mark Hopkins there.

March 8—Radio & Television Executives Society timebuying-selling seminar. John F. Howell, CBS Films' vice president-general sales manager, and Charles W. Shugert, the Joseph Katz Co.'s executive vice president, on "Syndication as a Media Buy." Hotel Lexington, New York, noon-2 p.m.

March 13-14—Texas Assn. of Broadcasters spring meet, Rice Hotel, Houston.

March 15—Radio & Television Executives Society timebuying-selling seminar. Richard S. Salant, vice president of corporate affairs, CBS, Inc., and speaker from advertising agency of one of the major political parties, discuss "The Fall Political Campaigns and Broadcasting." Hotel Lexington, New York, noon-2 p.m.

March 15—Academy of Television Arts & Sciences at New York, forum on educational tv, NBC.

March 16-18—Electronic Industries Assn., spring conference, Statler Hilton, Washington.

March 21-24—Institute of Radio Engineers national convention, Coliseum and Waldorf-Astoria, New York.

March 31—Academy of Television Arts & Sciences forum on "Do They [ratings] Really Know?"

APRIL 1960

April 3-7—NAB Annual Convention, Conrad Hilton Hotel, Chicago.

April 4—Academy of Motion Pictures Arts & Sciences annual Oscar awards ceremonies, Pantages Theatre, Hollywood, and broadcast on NBC Radio-Tv networks 10-11:30 p.m. EST.

April 6—Academy of Television Arts & Sciences forum on New York station operations, ABC.

April 15-17—National Sales Executives-International spring finance and executive committee meets, Hotel Leamington, Minneapolis.

April 21-22—National Retail Merchants Assn. board of directors meet, Hotel Statler, Dallas, Tex.

April 22—Virginia AP Broadcasters, National Press Club, Washington.

April 24—National Retail Merchants Assn. sales promotion division board of directors meet, Paradise Inn, Phoenix, Ariz.

April 24-27—National Retail Merchants Assn. sales promotion division mid-year convention, Paradise Inn, Phoenix, Ariz.

April 24-27—Continental Advertising Agency Network annual convention, Fontainbleau Hotel, Miami Beach.

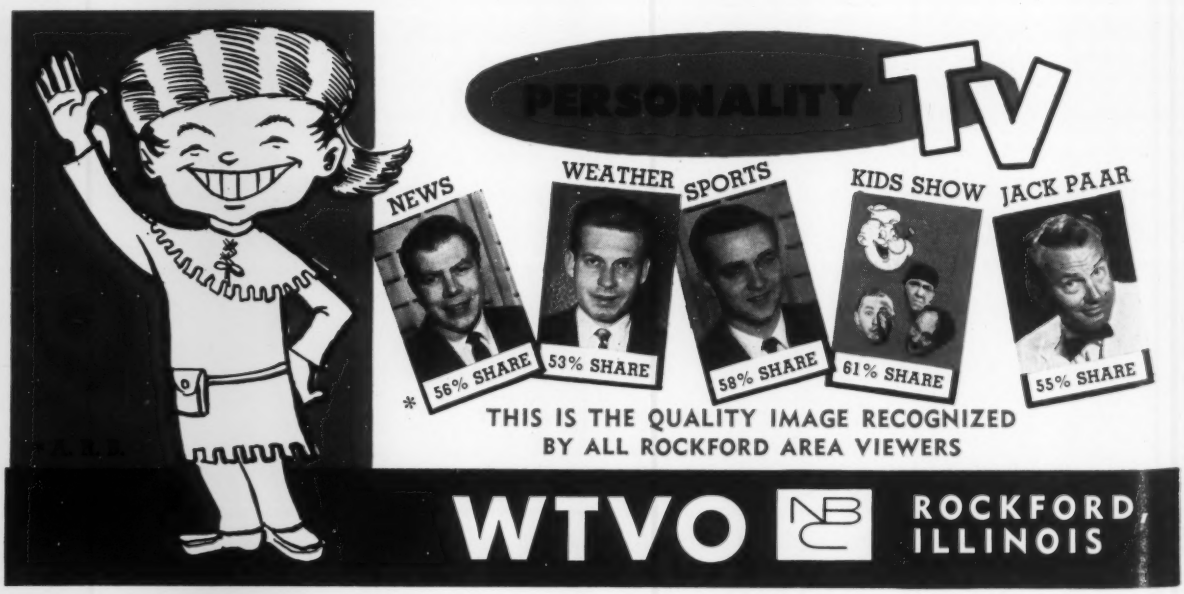
April 24-28—U. of Florida School of Journalism & Communications journalism-broadcasting week, Gainesville. (Broadcasting Day, 25th.)

April 25—Academy of Television Arts & Sciences forum on pay tv vs. free tv.

April 25—National Sales Executives-International New York Field Management Institute, Barbizon-Plaza Hotel there.

April 25-27—Sales Promotion Executives Assn. annual conference, Hotel Astor, New York.

April 29—Ohio Assn. of Broadcasters, Pick-Ohio Hotel, Youngstown.



GULF PRESS CONFERENCE **5**

A service of Gulf Oil Corporation in the cause of creating—through the facts as we see them —a fuller understanding of the oil industry.

"Flags of Necessity"—how necessary?

The chances are about 50-50 the flag an American-owned oil tanker flies will not be Old Glory. Along the world's sea lanes, beyond our coastwise routes, it will usually be Panamanian, Liberian or Honduran. Un-American or even piracy? *Not at all.* If we are to understand why that flag happens to be a so-called "Flag of Necessity," we cannot jump to quick conclusions. We must first face up to a few facts of international life.

Q. What makes a "Flag of Necessity" a necessity in the first place?

A. The answer lies in another phrase: "Freedom of the Seas." Traditionally, this has meant freedom to compete for world cargoes. If a tanker cannot compete freely under one flag, it has two choices. It can drop out of world competition. Or of *necessity*, it can register under a flag such as one of those we listed.

Q. More recently, this right has come in for some sharp attack. Why?

A. Here's where we come to our first fact of life. To compete for world cargoes, American tankers must meet or beat the world's terms. And when our tankers try to match high U.S. operating costs with low European costs, they're usually out of the running. To close the competitive gap, they turn from U.S. registry to "Flags of Necessity."

Q. But if our tankers must fly these flags to survive, why the attack?

A. For one thing, much of the high cost of U.S. registry is labor cost. A U.S.-flag seaman gets about as much in two days as a European does in a week. When tankers turn to "Flags of Necessity," the unions like to claim that we lose jobs to foreigners. They forget that, at our asking prices, the jobs never really existed in the first place.

Q. You suggest that these flags are attacked on other grounds as well.

A. The unions sometimes compound their argument with the label "coolie ships." The facts say No. We quote Admiral Emory S. Land, former Chairman of the U.S. Maritime Commission: "These American companies maintain conditions, both regarding vessels and comforts of their crews, parallel with U. S.-flag ships." Nor would insurance companies underwrite substandard ships. In addition, these vessels are classified by American Bureau of Shipping and Lloyds Register of Sh pping.

Q. Didn't you mention earlier roughly half our tankers fly the U.S. flag?

A. Yes. All our tankers on domestic routes do. Under our law, they must. The fact is that whenever our companies can fly the U.S. flag, they want to and will.

Q. Do our "Flag of Necessity" tankers figure in our security plans?

A. Definitely. Our defense needs call for all the tanker tonnage we have. American companies now have under both U.S. registry and "Flags of Necessity" some 12 million deadweight tons. Our Joint Maritime-Navy group estimates our domestic defense needs alone total 10.5 million tons. And this doesn't begin to count other needs. Our commitments to our allies, for one.

Q. Aren't we making some allowance, too, for tankers that become obsolete?

A. We are. American companies have several million tons under construction or on order. These are planned as replacement tonnage for the large number of tankers which will be wearing out over the coming years. At Gulf, for example, we are currently spending $114 million to expand our domestic tanker fleet alone.

Q. If so many American-owned tankers are under "Flags of Necessity," what assurance have we that we wouldn't lose them in an emergency?

A. They are regarded as being every bit as much under U.S. control as U.S.-registered vessels. In the words of Clarence G. Morse, present Chairman of the Maritime Commission, "There is no question in my mind" that "Flag of Necessity" shipping is under effective control.

Q. Isn't there some possible alternative to flying "Flags of Necessity"?

A. Yes, two have been suggested. First, earmarking U.S. money to subsidize American tankers registered under the U.S. flag. And second, registering our tankers under friendly European flags.

Q. We've granted subsidies before. Why shouldn't we consider them here?

A. One good reason is the cost of subsidizing to American taxpayers. By the calculation of William C. White, president of Alcoa Steamship Company, the cost of transferring "Flag of Necessity" tonnage to U.S. registry would run to between $400 and $500 million each year.

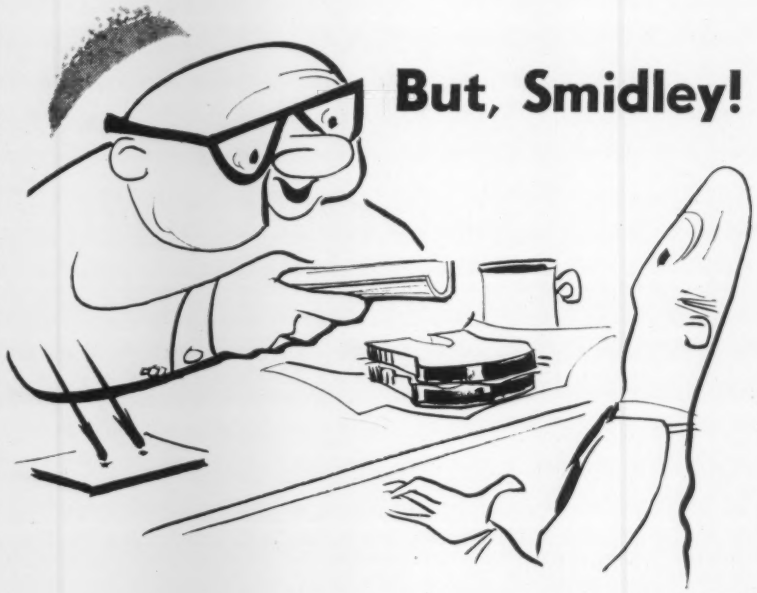
Q. Let's turn to the possibility of registering with our European allies.

A. It offers more problems than possibility. On the one hand, any such action would weaken our defense interests. The European governments could claim first call on tankers under their flags. They could allot our world-wide bases a lower priority than theirs in making fuel deliveries. And economically, we'd be faced with a foreign tanker monopoly that could, for example, lead to price rises we'd be powerless to stop.

Q. Can American tankers use "Flags of Necessity" to dodge U.S. taxes?

A. They cannot. American companies pay full U.S. taxes on their earnings as they are returned here. They draw on the earnings they do not return to this country to pay for their operations and to finance building of new equipment.

We welcome further questions and comment. Please address them to Gulf Oil Corp., Room 1300, Gulf Bldg., Pittsburgh 30, Pa.



You're the time buyer.

You're the boy we're counting on to spot these things. Here's a market with more drug sales than Toledo or St. Paul . . . more gas station sales than Denver or Boston and you slipped up on it. Smidley, this Cascade Television network is a "must" buy as far as I'm concerned. Think of it, a market like that with just one television operation serving it all.

CBS

NBC

CASCADE TELEVISION

KIMA-TV YAKIMA, WASH. KEPR-TV PASCO, RICHLAND, KENNEWICK, WASH.

KBAS-TV EPHRATA, MOSES LAKE, WASH. KLEW-TV LEWISTON, IDA.

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BROADCASTING

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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* Reg. U. S. Patent Office

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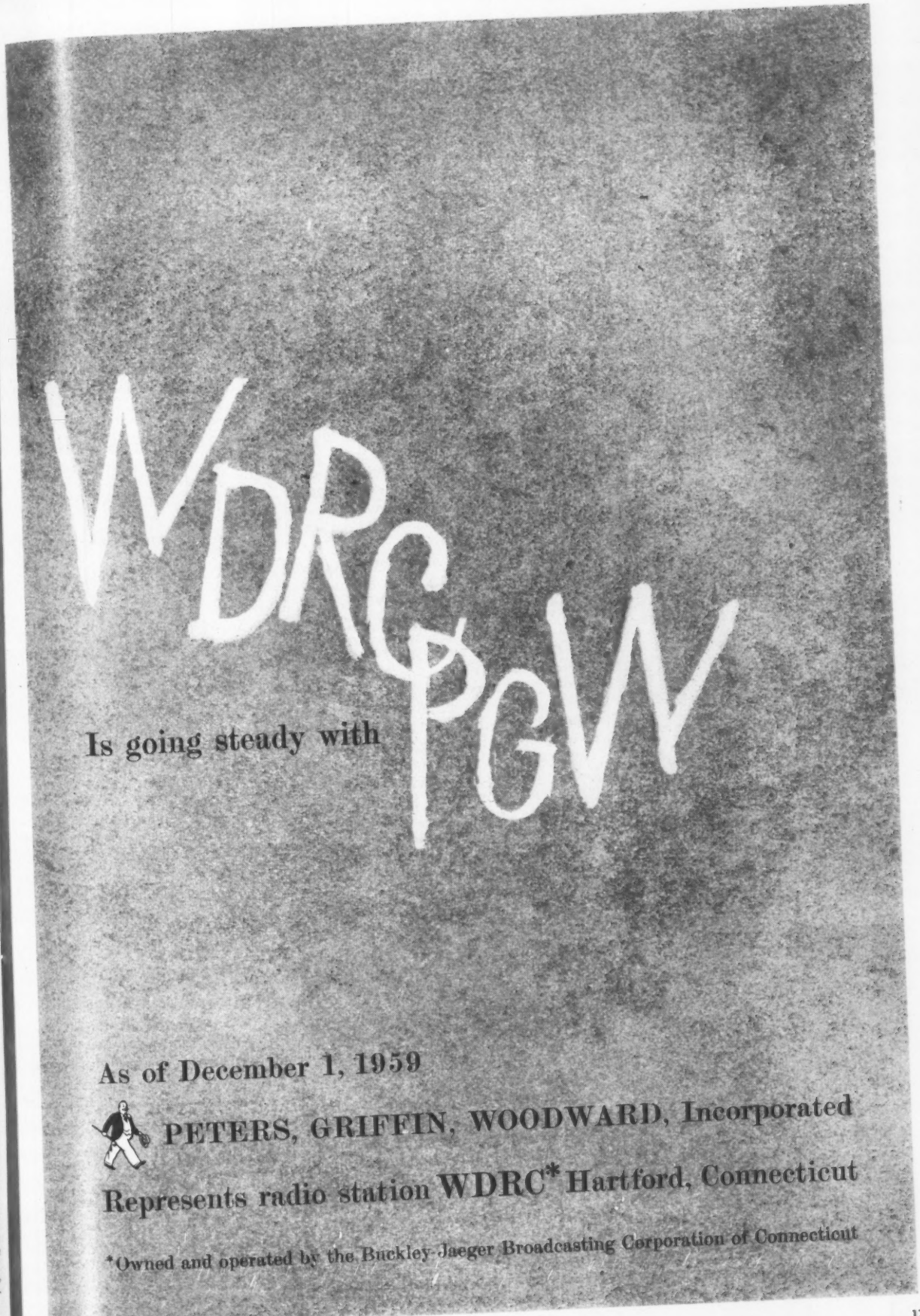
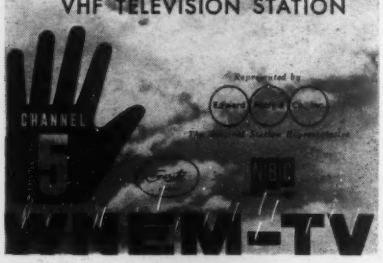

WDRC
PGW
Is going steady with
As of December 1, 1959
PETERS, GRIFFIN, WOODWARD, Incorporated
Represents radio station WDRC* Hartford, Connecticut
*Owned and operated by the Buckley-Jaeger Broadcasting Corporation of Connecticut

MOVE ON AIR . . .

in the DOLLAR-RICH CHANNEL 5 Viewing AIR-ea!

Furniture sells smoothly in the 25-county air-ea served exclusively by Channel 5—a rich and abundant market where 633 furniture stores receive 15.7 per cent of the total spent for furniture in the entire state of Michigan.

EASTERN MICHIGAN'S FIRST VHF TELEVISION STATION



OPEN MIKE

Payola is 'not typical'

EDITOR:

The quiz scandal has damaged public confidence in both the broadcasting industry and in the public relations business. Nobody is interested in examining whether the shady or corrupt practices described are typical of either field. On the contrary, the industry's critics assume they are quite typical, and this assumption was reinforced when a department store head referred to payoffs as "the way things are done in this industry."

So maybe the record ought to be set straight.

Public relations agencies work with television and radio programs on only one basis: as a source of interesting, entertaining, and/or important program material. If we supply producers and program staffs with worthwhile material that fits their program requirements, they will use it. If not, we are out of luck. As we deserve to be.

The "if not" is where the trouble starts. The company or individual who was unable to develop worthwhile program material resorted to a payoff instead. The "plug" he got in return (in one case cited, it cost $10,000 or $15,000) was just that—a "plug." It told no product or company story. Frequently, it was used in an unfavorable or undignified context. From a sound businesslike point of view, it was worthless. The money could have more profitably been spent in paid broadcast advertising. Besides corrupting the giver and the receiver of the bribe, it degraded the program content because it added nothing of value to the audience. . . .

Mildred Vigderhouse
Director, Radio-Tv Dept.
Ruder & Finn Inc.
New York

Explaining TvB's role

EDITOR:

May I express my appreciation for the article on TvB (page 76, Nov. 16).

This piece goes a long way in explaining to our members and to advertisers and agencies the type of work we do. Sometimes this is the most difficult part of our occupation. . . .

Norman E. (Pete) Cash
Television Bureau of Advertising
New York

Country music festival

EDITOR:

May I have permission to make reprints of your article in BROADCASTING, Nov. 16, pages 96 and 98, "Fiddlin' 'n' a stompin' "? Please wire answer collect.

James A. Dick
President
WIVK Knoxville, Tenn.
WQOK Greenville, S.C.

[EDITOR'S NOTE: Permission granted, with appropriate credit. Story reported Wednesday Nashville's annual country music festival.]

KING music poll still in demand

EDITOR:

We would appreciate . . . 25 reprints of the KING Seattle survey story "At last a reliable music survey" as published in the Oct. 12 issue.

N. L. Bentson
President
WLOL Minneapolis-St. Paul

EDITOR:

Please send 50 reprints . . .

Henry F. Hines
Director, Advertising & Promotion
WBAL-AM-TV Baltimore

EDITOR:

Please send 10 reprints . . . We also need this type of music research. . . .

Harry D. Peck
General Manager
KODY North Platte, Neb.

EDITOR:

. . . 10 reprints . . .

Don Balsamo
Vice President in Charge of Sales
WZIP Covington, Ky.

EDITOR:

. . . 10 copies . . .

Richard W. Chapin
Executive Vice President
Stuart Stations
Lincoln, Neb.

EDITOR:

. . . 20 copies . . .

Mrs. Marion Lewis
WINC Winchester, Va.

[EDITOR'S NOTE: Reprints available, 1¢ each.]

BROADCASTING

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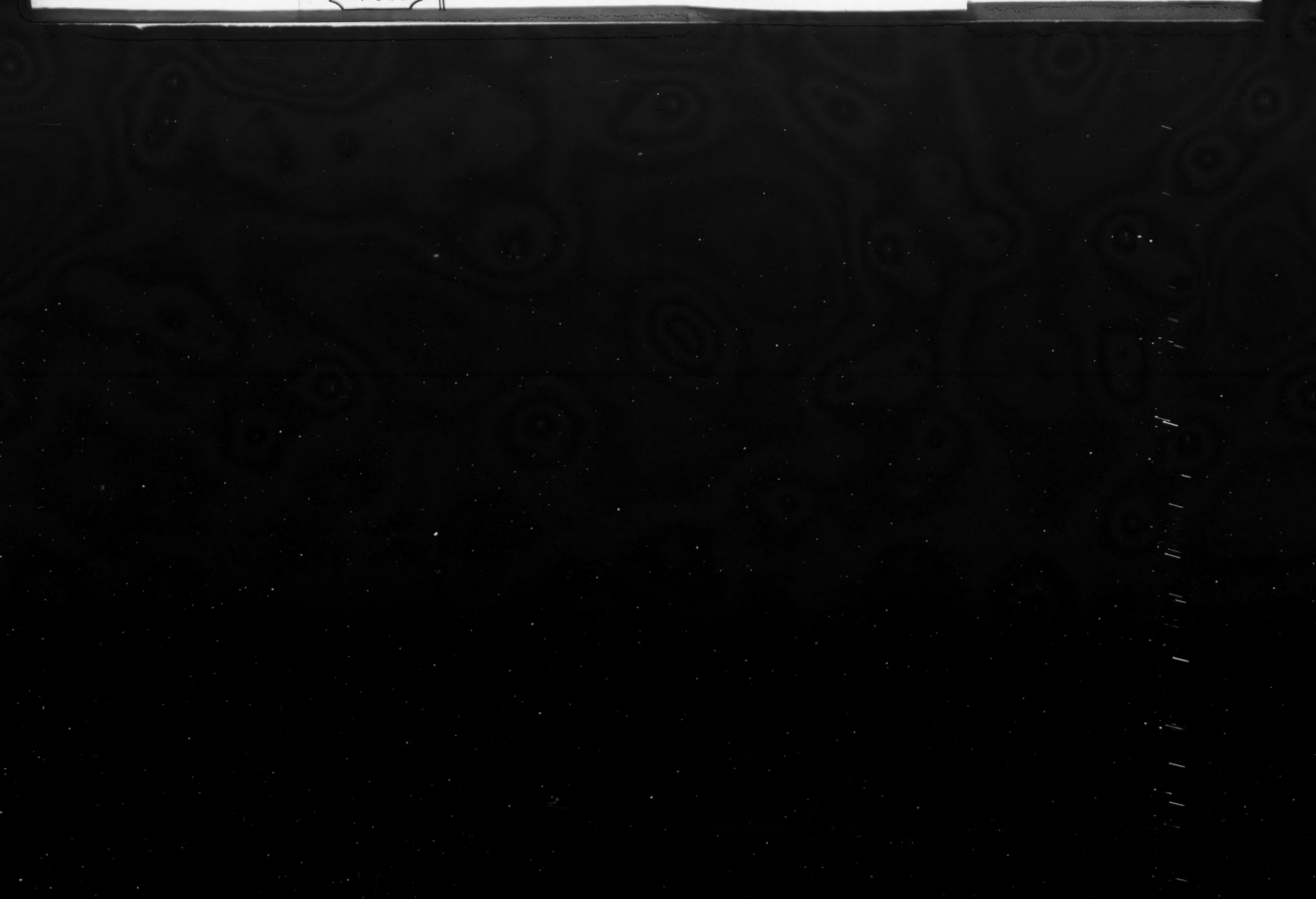


CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

WESTERN UNION
TELEGRAM

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS
DL = Day Letter
NL = Night Letter
LT = International Letter Telegram

The filing time shown in the date line on domestic telegrams is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

SB048 DC063 1959 NOV 18 PM 2 36

DLLK42 DL PD=FAX DALLAS TEX NOV 18 NFT=

HOMER ODOM, GENERAL MANAGER=

RADIO STATION KABL SAN FRANCISCO CALIF=

FEEL THAT ENTIRE RADIO INDUSTRY WILL WANT TO KNOW THAT OCTOBER-NOVEMBER HOOPER REPORT SHOWS RADIO STATION KABL IN FIRST PLACE - REPEAT - FIRST - PLACE IN SAN FRANCISCO. KABL ALSO FIRST ENTIRE BAY AREA. THUS, KABL BECOMES FIRST GOOD MUSIC STATION IN THE HISTORY OF RADIO TO WIN FIRST PLACE IN A MAJOR MARKET. KABL'S WEEK-LONG AVERAGE OF 17.2-0/0 AND NIGHTTIME SHARE OF 21.7-0/0 IS ENCOURAGING. REGARDS=

GORDON MCLENDON.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

KABL MUSIC

First place in San Francisco and entire bay area with week-long average of 17.2% and 21.7% nighttime. Never before in the history of radio has a good music station won first place in a major market. KABL Music allied with these other McLendon Stations:

KTSA	**San Antonio**
KILT	**Houston**
KEEL	**Shreveport**
WAKY	**Louisville**
KLIF	**Dallas**

KABL *represented nationally by Daren F. McGavren Co., Inc.*

"I want you to know how deeply we appreciate WHBF's continuous interest in broadcasting the 'Messiah'. When a station is willing to give an oratorio priority over a basketball game, it gives many of us hope for the cultural future of our country."

CONRAD BERGENDORF, President
Augustana College, Rock Island

The deeper the roots . . . the stronger the tree!

OF COURSE, WHBF broadcasts basketball games, also. Both types of entertainment—games and oratorios—have large audiences in the WHBF coverage area. However, meticulous care is used in the selection of all material that is broadcast. Varied, superior entertainment gets preference.

The program department at WHBF has 35 years of experience, and an intimate knowledge of its audience tastes and preferences. The one-half million people in this area are highly literate and discerning—*a truly adult audience with buying power to indulge in quality.* WHBF—"the Station of Quality in the Quad-Cities"—caters to them.

MONDAY MEMO

from **THOMAS B. ADAMS,** *president, Campbell-Ewald Co., Detroit*

We need audience 52 weeks a year

Between 1958 and 1959 television set ownership was increased 3.5%. There were 1.5 million new tv homes. Nevertheless, during the summer of 1959, there was a 2.4% decrease in tv viewing, or 435,000 fewer homes were *using* their sets.

In comparing 1959 to 1958, the greatest decrease in tv usage starts in June. Also — the greatest decrease throughout the entire summer was during the 8-10 p.m. time period which supposedly represents prime tv time. This decrease can no longer be explained in terms of program shifting due to Daylight Saving Time. Video tape has taken care of that. It appears that this powerful advertising medium, television, gets comparatively lazy and ineffectual when summer comes.

This brings us to what I term a "Midsummer Night's Dilemma." Should we put first-rate commercials into second-rate shows? Other studies have clearly shown that the impact of commercials can be seriously reduced when viewer interest in the program itself has been reduced. Maybe we not only lose audience but lose commercial impact with the audience we retain. That's a matter of great concern to me and, I'm sure, to you.

No Budget Cut • For our major clients who are on summertime television, we do not reduce our commercial budgets. We do not use inferior talent. We do not re-run commercials to a greater extent than we do in the wintertime. In other words, we must discharge our responsibility in the preparation of advertising as effectively in June as we do in January. It seems logical that we should present this advertising on programs that are as attractive in the summer as are their winter counterparts.

But what about network television's summer schedule?

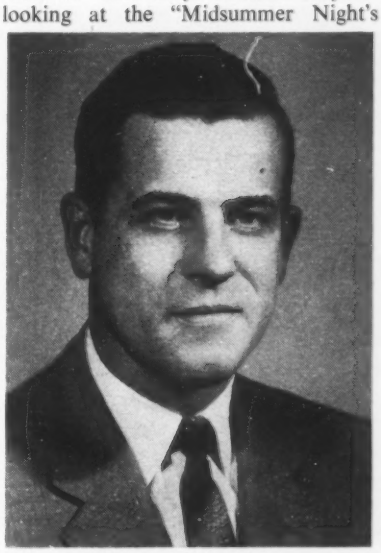
Out of 112 network programs scheduled weekly during the summer from 7:30 to 11 p.m. on Sunday through Saturday, 63 were re-runs. That's 56% of the nighttime scheduling. I wonder what would happen to the circulation of *The Saturday Evening Post* if it reran half of its February stories in the August issue?

Now, does there have to be a drop-off like this in the summertime because of outdoor activities, vacations or other interests? Evidently not. Daytime television, which is subject to few seasonal changes in terms of programming, has shown an increase in viewership from summer 1959 over 1958. Both the number of homes viewing and the proportion of viewing among tv owners have increased substantially. It seems to be pretty apparent that nighttime programming is the villain of the piece.

According to July 1959 Nielsen data, there were 18,735,000 homes viewing tv during the period from 8 to 11 p.m., Monday through Sunday. With good commercials we could make a lot of valuable impressions on a lot of people with an audience like that. I submit that a network with a top-flight program can capture a huge hunk of this audience at any given time during the summer. With the proper discount structures, it can be a good media buy. But that's only the beginning.

It seems quite probable to me that better programming would add some millions of people to the total and summertime tv could come back into its own as a medium.

Fall Hangover? • There's another facet to this story—another way of looking at the "Midsummer Night's Dilemma." It's possible you not only hurt summertime television by loading the channels with re-runs; you might very well be lessening the impact of fall television.



Thomas B. Adams has been president of Campbell-Ewald Co. since February 1958. He began his professional career with the agency 15 years ago after wartime service in the Naval air corps. He broke in as radio writer and contact man, later served as a Chevrolet account executive on used car and truck advertising. He was named vice president and assistant to the president in 1955 when his duties were expanded to include administrative work, new business activities, personnel recruitment and other varied activities.

What's the solution? Maybe the answer lies somewhere in the area of good programming for people whose big selling season is in the summertime.

Isn't summertime a great opportunity to introduce new concepts and new ideas into television? And, incidentally, if you're going to bring on something good, give it some publicity in the summertime.

How about around-the-country programming during the summertime? It might be interesting to see what kind of shows could be created in Chicago and Minneapolis and maybe even Detroit for summertime presentation.

Maybe there should be summertime teams of creative people at the networks. All of the great directors and writers shouldn't take a summer hiatus.

Certainly we as advertising agents would have to have the courage to go along with fresh program ideas for summertime use. We would have to sell such ideas to our clients. But, honestly, during the past couple of summer seasons we haven't been offered very much.

Radio's Program Needs • As to radio programming, I would like to express a personal emotional sense of loss. I can't help looking back at the halcyon days when Jack Benny spelled J-E-L-L-O; when *Death Valley Days* was real Borax; when Crosby and Kraft were synonymous.

It's a shame that strong network programming seems to be going the way of the dinosaur and the dodo bird. Today, radio programming seems to be more and more a local affair and the astute station manager is the one who can present the most attractive commercial package.

These attractive commercial packages are fine, but they can only do a small part of the job of making radio an attractive buy. There's still need for strong programming, a need which the networks no longer fill.

When broadcasting people and advertising people shirk their responsibility of providing such programming, broadcast media begin to lose effectiveness.

This makes all of our jobs more difficult, because we need that audience 52 weeks a year.

KANSAS CITY: A BEAUTIFUL BUY

Beauty is evident everywhere in this market of more than a million persons.

Beauty in the flowing expressways of Kansas City's half-billion-dollar downtown redevelopment program. In the parks and residential areas. In fountains and sculpture like the internationally famous William Volker Memorial, "St. Martin of Tours."

Referred to as "an investor's dream" and with the "greatest growth possibility in America today," Kansas City's a buy that's a beauty. And your best radio buy here is KCMO. It's Kansas City's *only* 50,000-watt station. It's Kansas City's *only* radio station reaching out into the rural counties of four states, talking to six million persons.

If you're looking for a way to beautify your sales picture, look our way. Look to KCMO-Radio, serving a potential buying power of nearly two billion dollars.

Central figure in the last sculpture completed by Carl Milles is St. Martin of Tours. It stands amid fountains at the Kansas City cultural center.

Photo: Dan Faron

KCMO~Radio

The Tall Tower at Broadcasting House / Kansas City, Missouri

E. K. Hartenbower, Vice-President and General Manager
R. W. Evans, Station Manager

SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co. — Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency. Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL FARMING magazines.

AT DEADLINE

LATE NEWSBREAKS ON THIS AND THE NEXT PAGE • DETAILED COVERAGE OF THE WEEK BEGINS PAGE 29

NAB Boards called to Dec. 4 meeting

Approach of FCC and Federal Trade Commission probes into broadcasting led NAB Nov. 25 to call special Washington meeting of Joint Board of Directors for noon Dec. 4. Call was issued by President Harold E. Fellows. Earlier in week he had called special meeting of NAB Tv Board to consider revision of tv code (see early story page 39).

Tv Board will meet at 9 a.m. on Dec. 4 at Shoreham Hotel, Washington. Agenda calls for consideration of several amendments to tv code adopted by NAB Tv Code Review Board. Text of proposed amendments has been mailed to Tv Board members.

NAB explained joint boards "will consider legislative and regulatory matters before Congress and federal agencies." Forty-three members of joint boards were asked to be prepared to stay over in case meeting runs into second day.

Joint session will take up proposed recommendations to FCC on policy basis. Association staff is preparing material for directors. Members of Radio Board will not sit as such at meeting but as members of joint boards.

NAB announced Nov. 27 Mr. Fellows and Donald H. McGannon (Westingtouse stations) would be first two witnesses before FCC. Mr. Fellows will cover general industry topics; Mr. McGannon will appear as chairman of NAB Tv Code Review Board. Third witness will be named to explain NAB radio standards. NAB plans to submit brief on FCC's authority in connection with matters covered in hearing notice.

Avalanche • NAB's obvious concern over avalanche of congressional and regulatory pressures was behind quickened pace last week. After Tv Board meeting had been called it was pointed out that FCC's notice of Dec. 7 hearing (see story page 29) included radio as well as tv and that injection of payola charges required presence of radio directors.

Payola phase involves Internal Revenue Service as well as Justice Dept. and Capitol Hill. President Fellows commented Nov. 25 on payola charges appearing in press. He said entire industry shouldn't suffer because of acts of small group.

"The reputation of a great medium of communication and the thousands of honest people who work in it should not be blackened by the misdeeds of a few," he said, adding that to his knowledge "management has taken firm steps to correct the situation in every case in which the facts have pointed to 'payola' in any shape."

Tv gets most

Biggest chunk of The Fund for the Advancement of Education monies granted during past 2½ years has been to television. Established by Ford Foundation in 1951, fund works in formal education, appropriating some $12 million from Jan. 1, 1957, to last Sept. 30 for experimental programs. Of this, $3,376,798 was for tv specifically. Report out today (Nov. 30), regards tv as "rapidly becoming a major new educational resource to schools and colleges facing mounting enrollments and a growing scarcity of able teachers."

ANA: FTC watches ad effect, not technique

It's not artifice itself in tv commercials that worries Federal Trade Commission so much as artifice's intent and effect on viewers.

This in essence is FTC position reported Nov. 27 by Assn. of National Advertisers after conference with FTC Chairman Earl Kintner on deceptive and non-deceptive uses of tv visual techniques. ANA said Chairman Kintner had reviewed its report.

"FTC recognizes a rule of reason," report said. "A theatrical artifice, to be condemned by the Commission, must represent a material deception as to the characteristics, performance or appearance of a product. Incidental artifice required by the nature of the medium, for somewhat heightened effects, etc., are not of concern to the Commission. . . . In general, FTC is not concerned with what goes on in the act of bringing a tv picture to the screen—rather they are concerned with what the viewer sees."

Under FTC policy, ANA said, theatrical or technical devices can be classified into following three categories (first two "probably acceptable" but last "unacceptable" for reasons of "material misrepresentation"): (1) those to make product seem to perform or appear on tv screen as it actually would if viewed through naked eye under normal conditions of use; (2) those to present product as attractively as possible, i.e., some 'cosmetic glorification'; (3) those which imply properties or performance product does not possess and which are likely to affect decision to purchase.

Case by Case • ANA cautioned members that "FTC is proceeding on a case-by-case basis and general formulae cannot be indiscriminately relied upon."

Report said FTC is "particularly concerned" about "(1) competitive claims: they feel that 'Product X' must get fair treatment—the equal of that given to the advertiser's own product" and "(2) tests or other supposed proofs of advertising claims which are not honestly or fully presented or which in fact fall short of what they are set forth to be."

ANA said Chairman Kintner put responsibility for correcting advertising abuses squarely on advertisers, telling them, in effect: "You have the strongest weapon of all—the money bags. It is about time you started to use it. . . . If you . . . do not clear this up you will kill the goose—and you and our economy will suffer. . . .

Report also said many ANA members already have started reviewing their tv commercials and several have moved toward closer supervision.

FCC hearing list

Big names FCC is soliciting for its radio-tv hearings (see story, page 29) were not among those who filed notices of appearances before deadline Nov. 25. Among those telling Commission they wanted to testify at hearing, beginning Dec. 7, were ABC, CBS, NBC, NAB, Springfield Broadcasting Co. (owner of three Massachusetts uhf stations), Storer Broadcasting Co., NBC-TV affiliates, American Society of Composers, Authors and Publishers, Scharfeld & Baron (Washington law firm), Joint Council on Educational Tv, Federal Communications Bar Assn., National Assn. of Educational Broadcasters and KTTV (TV) Los Angeles. Pierson, Ball & Dowd, Washington, filed comments in behalf of 20 stations.

Justice, FCC meet

Last full dress meeting of Justice Dept. officials with broadcasters and government agencies that have interest in rigged tv quiz show scandals took place Nov. 25 in two-hour meeting with full FCC. This followed by five days meeting between Justice Dept. and FTC.

Attorney General was charged last

AT DEADLINE CONTINUED

October by President Eisenhower to look into quiz show issue with view to considering legislation or prosecutions. Attorney General William P. Rogers said then that he would submit report to President before Congress resumes next month (BROADCASTING, Oct. 26). Justice probe started off with meetings between government officials and all three network presidents in October and November (BROADCASTING, Nov. 2).

Networks divide on how to meet crisis

Top management of all television networks have met twice in efforts to arrive at unified plan of action to meet current investigatory crisis, but have divided into two widely separated camps, BROADCASTING learned Friday (Nov. 27).

First meeting was called by Sigurd S. Larmon, board chairman of Young & Rubicam, Nov. 13. Details of that meeting and subsequent exchanges became public Nov. 26. Mr. Larmon advanced plan for creation of high-level citizens' advisory committee to oversee national television policy. Committee would be supported by advertisers, agencies and broadcasters. NBC, alone among three networks, supported Larmon plan in principle. CBS and ABC took position that responsibility for running tv belonged exclusively to broadcasters.

Second meeting of top management of all networks was called night of Nov. 24 by William S. Paley, CBS chairman, BROADCASTING learned. At that meeting it reportedly became evident that no accord could be reached. At week's end, NBC was understood to be considering appointment of its own advisory committee whose members would be prominent citizens outside broadcasting and advertising.

Intellectual void

Broadcasting industry was chided for "its almost total lack of intellectual leadership" by Robert D. Swezey, executive vice president and general manager of WDSU-AM-TV New Orleans, in keynote address scheduled for delivery Nov. 29 at opening of Pennsylvania State U. communications forum. Mr. Swezey said public "is not really getting the information it needs fully to approach the significance of happenings at home and abroad."

Control issue hit

Any move toward government control of either educational or commercial tv is objectionable. So agreed panel members at Nov. 25 "Education and Tv" luncheon of Radio & Television Executives Society in New York, but with variation.

John P. Cunningham, Cunningham & Walsh board chairman, thought federal government might provide "seed" money for etv but would have communities "take it from there"; Irving Gitlin, CBS News creative projects executive, warned of danger in permitting government to set any standards in tv, and John F. White, National Educational Tv & Radio Center president, said etv would be receptive to government funds but not to government ownership. Mr. White also warned against government being goaded by quiz exposures to act in commercial tv arena, asserting, "We cannot legislate morality."

Catv bid denied

By 4-1 vote, FCC denied proposal to reopen catv docket (12443) and invite comments on rulemaking to prohibit catv systems from duplicating programs of local station through pickup of broadcasts of second station. FCC Chairman John C. Doerfer was dissenter in vote taken Nov. 25. Similar proposal is contained in Senate bill which was reported favorably last summer by Senate Commerce Committee (BROADCASTING, Sept. 7).

WEEK'S HEADLINERS

JOHN F. DAY, director of CBS News since 1955, and ROBERT E. LANG, director of program sales for CBS News since 1956 and head of division's administration since 1958, were elected vp-news and vp-administration, respectively. ROBERT MILFORD, general manager of CBS-TV network program department since April 1958, appointed to new post of director of CBS-TV network programs, New York. GEORGE M. PERKINS, manager of WROW Albany and veteran of 30 years in broadcasting in both station and agency fields, named director of CBS Radio network programs, under Programs Vice President Howard G. Barnes, effective Dec. 1. He takes over responsibilities handled since August 1955 by Harlan Dunning, supervisor of network programs, who has resigned. Mr. Day joined CBS News after more than 20 years in various newspaper posts. Mr. Lang will have supervision of administrative and staff functions of CBS News. Prior to 1956 he spent five years as first director of Radio Free Europe. Mr. Milford joined network as associate production manager of program department in 1953 and became production manager in 1956. In 1951-52 he was production supervisor for NBC. Mr. Perkins has been manager of WROW since 1956. Before that he was program manager of WHDH Boston for nine years and prior to that was with Foote, Cone & Belding and BBDO.

THOMAS S. CARR and BRENT O. GUNTS appointed vps of WBAL-AM-TV Baltimore; JAMES T. BUTLER and WILLIAM C. GOODNOW appointed vps of WISN-AM-TV Milwaukee. All are Hearst Corp. stations. Mr. Carr, station manager of WBAL, joined station in January, was previously vp and general manager of WANN Annapolis, Md. Mr. Gunts, station manager of WBAL-TV, went to station in 1958, was formerly head of own production unit in that city. Mr. Butler, formerly manager of WIRL Peoria, Ill., is station manager of WISN, which he joined in April 1958. Mr. Goodnow, manager of WISN-TV, was sales manager of WXIX(TV) Milwaukee (then CBS o&o), joined WISN-TV in September 1958.

MR. DAY

MR. LANG

MR. PERKINS

MR. MILFORD

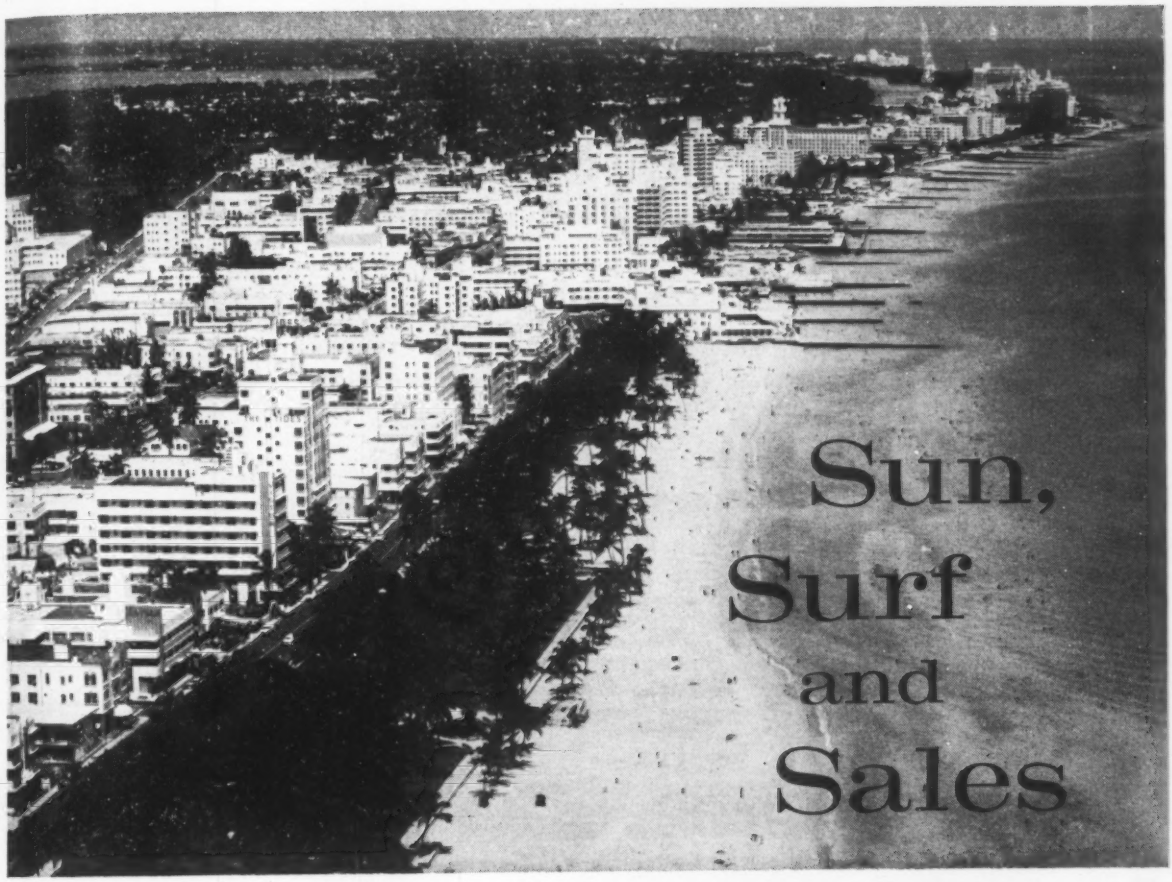
MR. CARR

MR. GUNTS

MR. BUTLER

MR. GOODNOW

FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES



The roadshow presentation of "SUN, SURF and SALES" will be in New York City at Peters, Griffin, Woodward, Inc., 250 Park Avenue—for its premiere showing starting Monday, December 7.

"SUN, SURF and SALES," in full color and warm sunshine, was produced in Florida. It presents the facts of important new media and economic research about the "double dimensions" of the south Florida market . . . research of significance to every advertiser and agency in America.

We hope you will be our guest and plan to attend. For complete information and show reservations, please call Mr. Lon King at Peters, Griffin, Woodward, Inc. — YUkon 6-7900.

MITCHELL WOLFSON, President

WTVJ SOUTH FLORIDA CBS **CHANNEL 4**
A WOMETCO ENTERPRISE

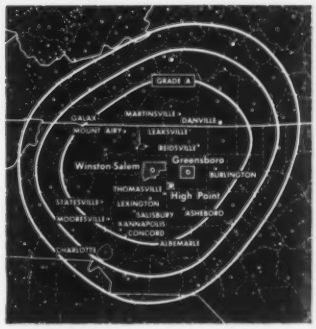
NEXT STOP • CHICAGO BEGINNING DECEMBER 14 • CALL WILLIAM TYNAN • PGW • FRANKLIN 2-6373

WSJS TELEVISION DELIVERS GRADE A COVERAGE* OF MORE PEOPLE than any other North Carolina Station

THIS FACT FACES YOU!

PROOF: In North Carolina's biggest metropolitan market, WSJS Television has maximum power of 316,000 watts and transmits from the area's highest tower, 2000 feet above average terrain. WSJS Television's extra strong signal provides Grade A Coverage for 1,410,700 people in the rich industrial Piedmont—the best coverage for more people than by any other North Carolina station.

*



WSJS television

Winston-Salem / Greensboro

MST

NBC

CHANNEL 12

Headley-Reed, Reps.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

November 30, 1959

Vol. 57 No. 22

NOW CASTING: AN FCC SPECTACULAR

Sure-fire newsmakers sought as witnesses for December hearings

The FCC last week undertook a personal notification campaign to build up what it hopes will be a star-studded cast of witnesses for its all-embracing programming hearing that begins Dec. 7.

Individual commissioners and staff officials have been spreading word of the forthcoming hearing high and wide. Among those contacted:

• James B. Conant, former president of Harvard, former high commissioner and ambassador to Germany, chairman of the National Defense Research Committee during World War II and most recently author of a two-year study of secondary education in the United States under a Carnegie Foundation grant.

• John J. McCloy, chairman of the Chase Manhattan Bank, New York, Assistant Secretary of War in World War II, former president of the World Bank, former high commissioner to Germany, and a confidante of President Eisenhower.

• J. Edgar Hoover, director of the FBI.

• Gloria Parker, who describes herself as "the ubiquitous redhaired songwriter," crusader against rock 'n' roll and a constant battler against networks and Broadcast Music Inc. —with courts of law and stockholder meetings as her battlefields.

Others whose names have been mentioned as worthy of being informed about the hearings and some of whom have been contacted in behalf of the FCC are:

Dr. Grayson Kirk, Columbia U.; Dr. Irvin Stewart, former president, U. of West Virginia and former FCC commissioner; Dr. Logan Wilson, U. of Texas; Dr. Theodore Peterson, U. of Illinois; Dr. Charles Siepmann, New York U.; Dr. Ralph B. Daughon, Auburn U.

Gilbert Seldes, critic, U. of Pennsylvania; Norman Cousins, *Saturday Review;* Harry Skornia, National Assn. of Educational Broadcasters; Mrs. Clara Logan, National Assn. for Better Radio & Television; Philip Cortney, president of Coty Inc.

In addition to these individuals, scores of organizations have been nudged by FCC heralds. Among them are:

American Civil Liberties Union, League of Women Voters, National Parent-Teacher Assn., American Assn. of University Women, National Education Assn., religious groups, labor organizations, journalists, publishers and lawyers.

The decision to spread the word to selected individuals was taken at meetings of four commissioners Nov. 20 and 23. The four: Comrs. Robert T. Bartley, Robert E. Lee, Frederick W. Ford and John S. Cross. FCC Chairman John C. Doerfer was in Chicago and the Midwest over the weekend. Mr. Doerfer was one of the principal speakers at the TvB meeting in Chicago (BROADCASTING, Nov. 23).

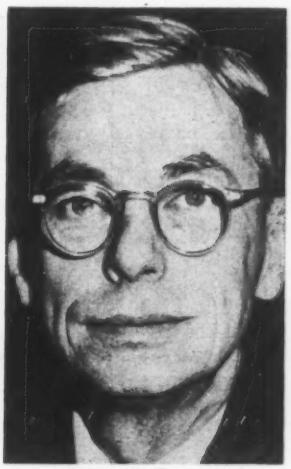
The object of the solicitation campaign, it was explained by one FCC official, was to insure that the FCC hears from people "whose thoughts on the subject will be meaningful and who have an informed opinion."

The actual arrangements for the hearings are under the supervision of five-man staff committee. This comprises Harold G. Cowgill, Broadcast Bureau chief; Joseph Nelson, transfer and renewals; Louis Stevens, rules and standards; H.H. Goldin, economics, and Ashbrook P. Bryant, senior attorney in the Office of Network Study. Mr. Bryant will act as FCC counsel at the hearings.

Impelled by the tv quiz scandals and the impending payola investigations, the FCC early last month ordered a full-scale review of national policy on broadcasting (BROADCASTING, Nov. 16).

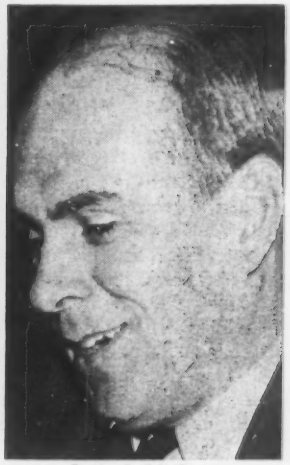
In addition to "policies, practices, mechanics and surveillance" over programs, the Commission also included in the sweeping inquiry such matters as advertising, whether the FCC has the legal authority to regulate programming and whether the Communications Act should be revised.

J. EDGAR HOOVER



JAMES B. CONANT

GLORIA PARKER



JOHN J. McCLOY

SPECIAL REPORT

STILL ANOTHER WEEK OF TROUBLE

Set off by quiz scandals, chain reaction of criticism gets worse

Like a string of Chinese firecrackers, attacks on radio and television programming and advertising exploded everywhere last week and puffed up curious clouds of new and sometimes unrelated issues. Broadcast management danced along behind each pop and bang, furiously stamping on the fires as the critics did their best to fan them into conflagrations. At week's end it was hard to decide who was making more headway—the stampers or the fanners. In this special report the week's main events are summarized.

High-level meeting • FTC has scheduled a conference Dec. 2 with Tv Code Review Board Chairman Donald H. McGannon and all network presidents. Object: to set up closer liaison to curb misleading advertising on the air (see story page 40).

Tv Board summoned • Special meeting of NAB video directors is to be held, with Dec. 4 selected as date, to vote on amendments designed to strengthen language of Television Code (see story page 39). Amendments have been approved by Code Board and now require approval of NAB tv directors.

Follow-up • All the principals involved in the wave of disc jockey firings and resignations (see below) will be questioned by investigators from the House Legislative Oversight Subcommittee, Raymond W. (Bill) Martin, staff member, said last week.

He said preliminary investigations now are being made on leads furnished the subcommittee, some giving "substantial" evidence and some not. Results will be evaluated and analyzed and presented to the subcommittee at an executive session scheduled when it meets Dec. 9 to question Boston industrialist Bernard Goldfine, he said.

Mr. Martin said the current phase of the subcommittee's investigations is concentrated on "payola" in all its forms. These have been described as payment by record companies to disc jockeys for plugging tunes on the air, payment for free plugs on individual programs and fraudulent advertising.

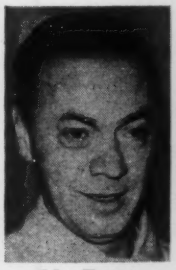
He said the December executive session will be strictly for the purpose of determining the subcommittee's next move and will feature no closed-door testimony from witnesses involved in the payola probe. Although he would make no prediction on whether the subcommittee will hold hearings during December, he indicated it would put pressure on the staff to get cases ready for hearing soon after the executive session and said he felt that if there were any plans for December hearings they would have been announced already.

Where there's a will • If disc jockeys are accepting bribes to play records on the air, "I am sure we can find the ways and means of stopping it," Rep. John B. Bennett (R-Mich.), ranking Republican on the House Legislative Oversight Subcommittee, said last week. He said he has received complaints but no proof that some disc jockeys are paid by record companies to plug certain records. "If a disc jockey accepts $1,000 to play a record, that fact ought to be known," he said, adding that "this is a deliberate, deceitful misrepresentation to the viewing audience."

It's widespread • Gil Newsome, KWK St. Louis, told AP he had been approached many times in 14 years as a disc jockey but had never accepted a payoff. "If I were caught doing this, I would immediately jeopardize a $50,000-a-year salary," he said. He added that every d.j. in St. Louis has been approached to take payment for performance of records.

Law reaches out • In St. Louis, U.S. Attorney Harry Richards said he'll investigate to determine if any St. Louis disc jockey violated federal laws by accepting pay from record companies. He said he'll check with the Treasury Dept. to see if all income has been reported and with the Post Office Dept. to see if any mail fraud is involved. Meanwhile, in Los Angeles, County Attorney William McKesson said in an interview on KNX Los Angeles that California has no statute making payola a criminal offense.

In New York, it's illegal • In New York, District Attorney Frank Hogan said he has not called in any disc jockeys for questioning but declined to say whether he contemplates doing so in the future. He said proof of payola could lead to a bribery charge against radio-tv personnel. His office has subpoenaed books and records of 11 recording companies in New York (AT DEADLINE, Nov. 23) and an-



MR. FREED

MR. CLAY

Casualty list • Disc jockeys have begun dropping by the wayside, caught in the cross-fires of controversy over payola. Alan Freed, often credited with starting the rock 'n' roll craze, was fired by WABC New York Nov. 21 for refusing to sign a statement denying acceptance of payola. He felt WABC's request was a slur on his integrity. Then, his *Big Beat* show on WNEW-TV New York was ended effective Dec. 6 by "mutual consent" with WNEW-TV which decided to change its policy "so that we ourselves determine the total content of future record programs." Mr. Freed, however, gave WNEW-TV an affidavit, at the station's request, denying he had ever accepted payment for record performance.

Payola issue haunted personnel changes at Storer Broadcasting Co.'s WJBK-AM-TV Detroit.

Tom Clay, after discharge, said he took between $5,000 and $6,000 to play records, supplementing his $8,000 salary. Mr. Clay said he never "demanded" payola; didn't think "it was anything to be ashamed of" and compared it to giving an apple to teacher. He gave views at news conference in lawyers office. He formerly was at WSAI Cincinnati and WWOL Buffalo, he said. "If every d. j. that has ever taken payola is to be released from his job, then a lot of people are going to be wanting for entertainment," he predicted.

Other WJBK changes—Don McLeod resigned from station Nov. 23; Dale Young, d. j. on WJBK, resigned the previous day. Jack Leoff had left WJBK-TV as news director the previous week, according to news dispatches, for "editorializing" on a newscast. He was quoted as saying payola had become part of American business.

nounced it will question Sidney Nathan, president of King Records Inc., one of the 11 companies, about statements Mr. Nathan made in Cincinnati describing the firm's payments to disc jockeys.

Mr. Nathan said his company had paid off disc jockeys all over the country to play his records, that he has checks to prove it and he would turn the checks over to Mr. Hogan's office. He said his firm has never tried to hide payments it made to disc jockeys and always made payments by check, not cash. He called the payola situation a "dirty, rotten mess . . . It is getting so you can't get your records played unless you pay."

Philadelphia story • In Philadelphia, a record distributor said he had paid thousands of dollars to get records played on local radio stations and estimated that perhaps 10% of that city's disc jockeys took payola. Edward D. Cohn, proprietor of Lesco Distributors, said he paid disc jockeys $5 to $100 to play records he was pushing, but stopped when it got too expensive. He said he understood Philadelphia was reputed to be the worst city in the country for payola.

He said he helped push one record owned by local disc jockey Kaye Williams until it got too big for him to handle. He then turned it over to Ember Record Co. of New York and that it was issued with the label, "Wildcat Music." Anthony Mammarella, who resigned as producer of two ABC-TV programs featuring Dick Clark under an ABC-TV ultimatum (BROADCASTING, Nov. 23), is a partner in Wildcat Music. Mr. Cohn said Mr. Clark played the record on his show before it was sold for national distribution.

New CBS policy • CBS Radio took action last week which concerned all of its owned-and-operated stations—WCBS New York, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KCBS San Francisco and KNX Los Angeles. A directive was issued specifying that station personalities must submit the names of all musical selections to be played to the station program manager at least 24 hours before air time and the schedule must be strictly adhered to. Directive also forbids "plugs" for books, movies, restaurants, plays or other events without management approval. Infraction penalty: dismissal.

Westinghouse policy • An inter-office announcement outlining Westinghouse Broadcasting Co. policy on payola: "WBC policy has always held payola to be reprehensible and impairs a station's programming. For this and other strong reasons it has been expressly forbidden. We have taken every reasonable and practical precaution against this practice which regrettably has existed far too long in the furiously competitive record industry. However, in the final analysis the entire question in any station, certainly to include WBC stations, rests on the honesty of the people involved. If this is lacking, no amount of casing or regulation will be effective or adequate substitutes. Our talent have indicated that they are vitally concerned over the seriousness of the payola question and we have confidence in their reliability."

WBC stations are: WBZ-AM-FM-TV Boston, KYW-AM-FM-TV Cleveland, KPIX (TV) San Francisco, WBZA-AM-FM Springfield (Mass.), KDKA - AM - FM - TV Pittsburgh. WOWO Fort Wayne, KEX-AM-FM Portland (Ore.), WIND-AM-TV Chicago and WJZ-TV Baltimore.

Los Angeles action • KABC Los Angeles, ABC-owned outlet, has obtained no-payola affidavits from its disc jockeys while KGFJ there plans to do so promptly. KFWB Los Angeles has had long standing such a provision in its employment contract.

KDAY Santa Monica, Calif., gave its personalities a lie detector test and filmed the event. The obvious? KTLA (TV) there was to telecast it.

Affidavits in Chicago • WJJD Chicago collected affidavits from announcers and record personnel denying that they have received payola. Station management said other Plough Broadcasting Co. stations are following the same affidavit procedure. These are: WMPS Memphis, WCOP - AM - FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Making payola pay • WPAC Patchogue, N.Y., intends to make payola legitimate, thereby deshrouding the practice of its sinister allure. How? WPAC will play the record someone wants "pushed" and give it 100-words of "commercial" or build-up for the price of the station's regular one-minute spot rate. For one-half the one-minute spot rate, WPAC will give a "sponsor ID" ("here's Joe Blow's new record, 'Payola Polka' ") and play the disc. WPAC emphasizes, however, it will continue to play all new records according to their individual merits as it has always done. No charge, of course.

The obvious answer • The *Now Hear This* program on KGO San Francisco beeper-phoned disc jockeys at KFRC, KYA, KOBY, KSFO and KEWB San Francisco, as well as KGO, and asked, "Have you accepted payola?" The answer was a universal "no" although some admitted to receiving minor gifts.

Foreign payola • Laborite Roy Mason's call for a payola probe in British broadcasting last week unleashed loud protests from all segments of the radio-tv industry. It also unearthed the fact that the major disc firms there earlier

Quality control • A system of quality control of programs was announced Nov. 24 by George B. Storer, president of Storer Broadcasting Co. Quality standards to be established by Storer radio and tv vice presidents will be enforced through the quality groups, which will make daily reports on all types of programs carried by the stations—network or local; commercial or sustaining; live, film or recorded.

MR. STORER

The reporting system will permit fast action in the Storer home office if violations are detected. Quality-control groups will have no direct contact with local station management. Group members will be schooled in Storer policy, FCC and FTC procedure, NAB codes and other monitoring requirements. Storer operates seven radio and five tv stations.

"Our quality control group will not be censors," Mr. Storer said. "Rather they are well-instructed reporters." He said radio and tv program managers at stations and at the home office are charged with the responsibility for program balance, public service performance and general excellence of all types of programs and advertising material broadcast by the stations.

"These program managers," he explained, "are subject to pressures from sales departments in the stations, networks, national spot and local advertisers in addition to the necessity for planning and administering the regular day - to - day programming. This requires a tremendous amount of creative and administrative effort so that it is sometimes difficult to maintain the proper program standards. The quality control groups' monitoring will supplement the existing reviews by the regular station staff."

Storer stations are WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KPOP-AM-FM Los Angeles; WWVA-AM-FM Wheeling; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.

had agreed to a secret no-payola "charter" because "we saw what was happening in America." Australian Postmaster General Charles Davidson said he was going to investigate possible payola in that country and would question disc jockeys at a convention in Canberra.

News wires even tagged as "payola" a story from Italy last week about the arrest of former radio crooner Fulvio Pazzaglia. The charge: he collected tens of thousands of dollars falsely from 1,300 would-be singers; he had set up an Academy of Light Music and promised "glory and fame" to winners of song festivals to be sponsored by the school.

'Gray' area • House Legislative Oversight Subcommittee Chairman Oren Harris (D-Ark.), in a filmed interview with KOTV (TV) Tulsa aired Nov. 20, said there is a "gray" area involved in the question of whether federal regulation is needed to correct the tv quiz show abuses.

He said he didn't feel the broadcast media have lost the respect of Americans and that radio and tv are "just as strong within their community as they've ever been." He added: "A mistake has been made and the American people have been deceived as a result, but I think everyone will benefit by it."

He denied that he had made public comments on subcommittee action before actual evidence was uncovered. Asked whether he thought it was ethical for staff member Richard Goodwin to sell a story on subcommittee atcivities to *Life* magazine, Rep. Harris said: "I did not know that he was paid and I don't know yet that he was paid." He said Mr. Goodwin consulted with him about the *Life* article, but that he understood "it was to be little innuendoes affecting Goodwin's own life. I did not understand that it would be anything in in connection with the committee."

Whether publicity from the investigation will help him politically, Rep. Harris said that "will have to be determined as time gones on."

Put teeth in the tv code • This is one way broadcasters can clean up their business, FCC Comr. Robert E. Lee said last week. Perhaps, he suggested, networks could refuse to affiliate with any station which is not a code subscriber.

Comr. Lee made the point during a news panel recording session last Tuesday in Washington by News Assoc. Inc., Washington representative for Radio Press International, New York. The taped interview, with Herbert Gordon of News Assoc. as moderator, included Earl Voss, *Washington Evening Star;* Earl B. Abrams, BROADCASTING, and Bruce Morton, News Assoc., and was fed to subscribing RPI stations throughout the country.

Mr. Lee also acknowledged he had changed his mind about the licensing of networks. Two years ago, he said, he was against this move, but recent events have caused him to change his mind. He emphasized, however, that he did not think the FCC should impose any more regulation on networks directly than it does now indirectly. The Commission's network rules apply directly to stations but police network-station relationships.

'Permissive attitude' of FCC • That's at the root of broadcasting's ills today, a joint letter to Rep. Oren Harris (D-Ark.) declared last week. It was sent by the Broadcasting Commission of the Chicago Board of Rabbis and the radio-tv department of the Church Federation of Greater Chicago. Copies went to FCC Chairman John Doerfer, Sen. Warren G. Magnuson (D.-Wash.) and others.

The letter praised Rep. Harris' probe of industry malpractices but urged "a greater concern with the basic problem of the use of the broadcast media in the public interest." Issues raised: distribution of sustaining programs, airing of local live programs and need for discussion programs in key listening periods. The religious groups charged FCC's failure to act "has created an attitude of hopelessness and dispair."

Idle idol worship • Nathan Straus, board chairman of WMCA New York, criticized print media in his air editorial Nov. 22, for taking undue advantage of tv's dilemma and failing to clean up the weeds in its own journalistic jungle. He said all tv certainly is not bad just because of the sins of the few and asked if the scandals are not symptomatic of the era. He concluded:

"WMCA believes that all of us are too ready to make the television industry a whipping boy, the scapegoat of our own sins. Cheating in quiz programs on television is a symptom of a disease which afflicts the U.S.A. in 1959. That disease was diagnosed by the philosopher William James as 'the moral flabbiness born of the exclusive worship of the bitch-goddess Success'."

KOTV interview • Tulsa tv station's Roger Sharpe (1) elicited on air Nov. 20 from Rep. Oren Harris, chairman of House oversight subcommittee probing tv quiz scandal, observation there's gray area involved in question of whether federal regulation is needed to correct tv quiz abuses (see above).

Political angle • Democratic Gov. Robert B. Meyner of New Jersey said in Toledo Nov. 20 the tv "rigging scandal" occurred "while official Washington sat by dumb, stupid and indifferent." He criticized "the bumbling, inept, myopic John C. Doerfer, FCC Chairman, who let tv come to a pretty pass," as fitting the pattern of "mediocre" federal appointments of the Eisenhower administration.

Regimen off NBC diet • NBC-TV has dropped tv commercials for Regimen, a diet tablet manufactured by Drug Research Corp., from the *Today* schedule. Its action followed the Nov. 13 move by the New York District Attorney's office against suspected "false and misleading" advertising when it seized books, records and kinescopes from both advertiser and agency (Kaster, Hilton, Chesley, Clifford & Atherton).

Regimen, a proprietary product sold over the counter, is advertised as a reducing pill. Its claims, according to the District Attorney's office, are being studied to determine if there is violation of New York state law. It was with Regimen, it was learned, that NBC-TV had a battle about two years ago. At that time the network rejected copy and commercials which did not conform to NBC's "standards." The network's continuity and acceptance staff suggested changes which the advertiser turned down. Last year negotiations were resumed and the new approach was found acceptable.

NBC-TV still felt the Regimen advertising aired on the network was acceptable but in view of the publicity given the product and alleged claims made for it in other media, it was necessary to drop the commercials.

Charges FCC laxity • Rep. Robert N. Giaimo (D-Conn.) last week charged that the FCC, instead of trying to improve programming by warning offending stations their licenses are in danger of being lost, prefers "to cozy up to the industry it is charged with regulating." He recalled FCC refused to hold hearings on several radio licenses in Atlanta although its staff recommended them.

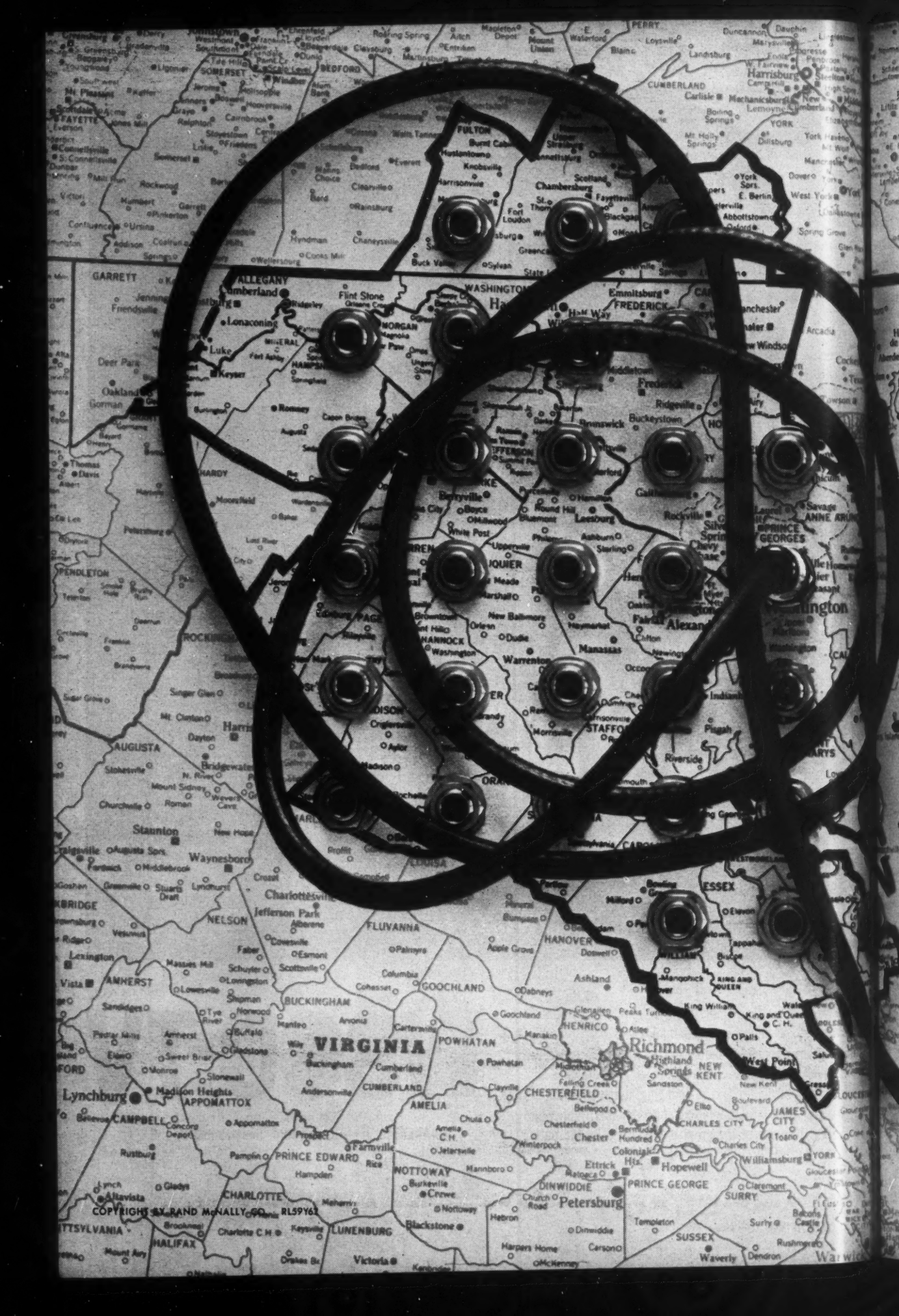
Not radio's garbage • Tv quiz scandal is tv's own mess and not radio's, Kevin B. Sweeney, Radio Advertising Bureau president, made clear in a talk to the San Francisco Advertising Club. He felt, however, criticism of tv "has now reached absurd proportions." Mr. Sweeney disagreed with NAB President

Advertisers with a stake in young America can bank on this—no where in the Carolinas will you find children's program strength to match that of WSOC-TV. This better television fare for small fry complements the over-all program structure that is changing audience patterns here in your 25th largest television market. Buy right. Buy WSOC-TV—one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton


VIRGINIA
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Petersburg
Lynchburg
Staunton
Charlottesville
Harrisonburg
Waynesboro
Fredericksburg
Alexandria
Manassas
Warrenton
Culpeper
Orange
Madison
Fluvanna
Goochland
Powhatan
Amelia
Nottoway
Prince Edward
Buckingham
Appomattox
Campbell
Amherst
Nelson
Augusta
Rockingham
Shenandoah
Frederick
Clarke
Loudoun
Fauquier
Rappahannock
Prince William
Stafford
King George
Spotsylvania
Caroline
Hanover
Henrico
Chesterfield
Dinwiddie
Prince George
Surry
Sussex
Charles City
James City
New Kent
King William
King and Queen
Essex
Westmoreland
Northumberland
Lancaster
Richmond
Middlesex
Gloucester
Mathews
York
Williamsburg
Hopewell
Colonial Hts.
Ettrick
Chester
Bermuda Hundred
Powhatan
Cumberland
Buckingham
Charlotte
Lunenburg
Halifax
Mecklenburg
Brunswick
Greensville
Southampton
Isle of Wight
Suffolk
Franklin
Nansemond
Virginia Beach
Norfolk
Portsmouth
Chesapeake
Accomack
Northampton
Alleghany
Bath
Highland
Pendleton
Hardy
Morgan
Berkeley
Jefferson
Clarke
Frederick
Shenandoah
Page
Rockingham
Augusta
Bath
Allegheny
Garrett
Fulton
Franklin
Washington
Emmitsburg
Frederick
Gettysburg
Carlisle
Harrisburg
Perry
Cumberland
Dauphin
Lebanon
York
Adams
Fayette
Somerset
Bedford
Fulton
Huntingdon
Blair
Cambria
Indiana
Westmoreland
Fayette
Greene
Washington
Monongalia
Preston
Tucker
Randolph
Pocahontas
Greenbrier
Monroe
Summers
Mercer
McDowell
Wyoming
Raleigh
Boone
Logan
Mingo
Wayne
Cabell
Putnam
Kanawha
Jackson
Roane
Calhoun
Gilmer
Braxton
Clay
Nicholas
Webster
Upshur
Barbour
Taylor
Harrison
Doddridge
Lewis
Wetzel
Marshall
Ohio
Brooke
Hancock
Monongalia
Marion
Marion
Taylor
Barbour
Tucker
Randolph
Pocahontas
Greenbrier
Monroe
Summers
Mercer
McDowell
Wyoming
Raleigh
Boone
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Wayne
Cabell
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Braxton
Clay
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Lewes
Milton
Bridgeville
Federalsburg
Easton
Centreville
Chesapeake City
Elkton
Havre de Grace
Aberdeen
Newark
New Castle
Delaware City
Middletown
Smyrna
Woodside
Frederica
Church Creek
Vienna
Cambridge
Princess Anne
Pocomoke
Snow Hill
Berlin
Girdletree
Manokin
Andrews
Tangier
Chincoteague Island
Accomac
Onancock
Hallwood
Parksley
Temperanceville
Pungoteague
Keller
Wachapreague
Belle Haven
Jamesville
Horntown
Nelsonia
Wattsville
Exmore
Willis Wharf
Cheriton
Townsend
Warwick
Lynch
Church Hill
Queen Anne
Kent
Sussex
Wicomico
Worcester
Dorchester
Cecil
Salem
Gloucester
Camden
Burlington
Mount Holly
Lakewood
Toms River
Seaside
Ocean Gate
Bayville
Forked River
Waretown
Barnegat
Manahawken
Beach Haven
Tuckerton
Hammonton
Atco
Waterford
Williamstown
Glassboro
Elmer
Salem
Penns Grove
Pennsville
Paulsboro
Woodbury
Gloucester City
Medford
Moorestown
Maple Shade
Palmyra
Riverside
Burlington
Fort Dix
New Egypt
Allentown
Yardville
Hamilton
Princeton
Hopewell
Lambertville
New Hope
Doylestown
Quakertown
Perkasie
Souderton
Telford
Hatfield
Lansdale
Ambler
Abington
Jenkintown
Glenside
Wyncote
Cheltenham
Elkins Park
Melrose Park
Bryn Mawr
Ardmore
Haverford
Upper Darby
Media
Darby
Chester
Marcus Hook
Claymont
Edgemoor
Richardson Park
New Castle
Avondale
West Grove
Oxford
Lewisville
Embreeville
Kennett Square
Quarryville
Coatesville
West Chester
Parkesburg
Christiana
Paradise
Gap
Strasburg
Lancaster
Salisbury
New Holland
Honey Brook
Downingtown
Phoenixville
Spring City
Royersford
Pottstown
Stowe
Birdsboro
Boyertown
Morgantown
Reading
Wyomissing
West Lawn
Mt. Penn
Kenhorst
Shillington
Denver
Adamstown
Ephrata
Brownstown
Rothsville
Lititz
Manheim
Neffsville
Palmyra
Conestoga
Paradise
Gap
Strasburg
Lancaster
Salisbury
New Holland
Honey Brook
Downingtown
Phoenixville
Spring City
Royersford
Pottstown
Stowe
Birdsboro
Boyertown
Morgantown
Reading
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West Lawn
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Kenhorst
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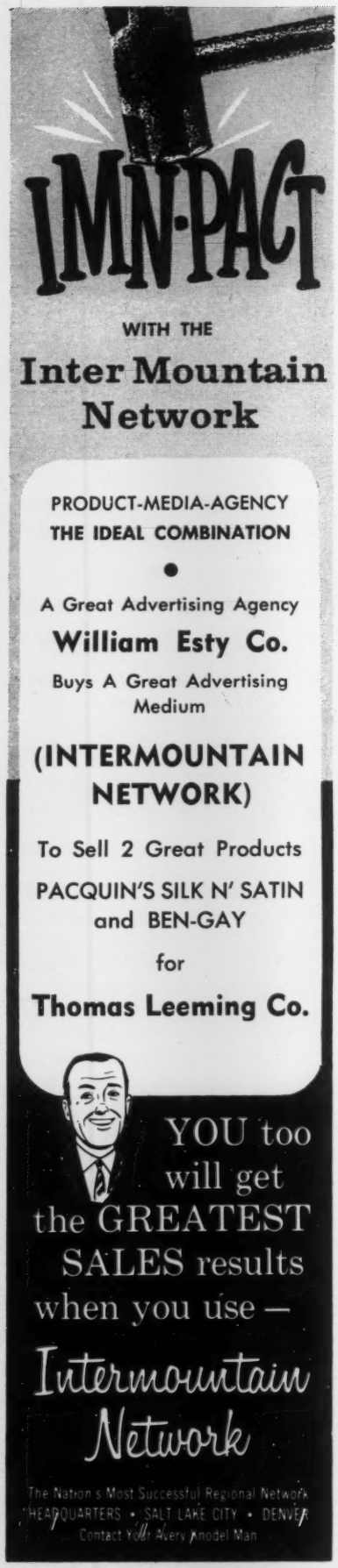
Coatesville
West Chester
Parkesburg
Christiana



Harold E. Fellows' Nov. 16 statement that all broadcasting must assume responsibility for the quiz scandal. The RAB head asserted, "I cannot imagine any radio station assuming any of the responsibility for this scandal. Radio runs a tidy household and we certainly are not to blame for the dust that's under tv's carpet."

NBC closes show • The Jan Murray program, *Treasure Hunt*, winds up on NBC-TV Dec. 4 at Mr. Murray's request, according to NBC. Two show staffers had been mentioned as taking money, Robert E. Kintner, NBC president, told Congressional investigators after a network probe. The two, not named, were discharged. Mr. Murray said the integrity of the show was not in question. The network signed him to a new long-term contract based on guest appearances and a pilot film for a situation comedy series in which he would star. NBC-TV Dec. 7 starts a game show, *Play Your Hunch*, in the Monday-Friday 10:30-11 a.m. spot.

The last word • Now Time Inc. answers NBC Board Chairman Robert Sarnoff, who tweaked *Time's* nose for publishing criticism of tv quiz shows but failing to do anything about removing or investigating said shows carried on its owned-tv outlets (AT DEADLINE, Nov. 23). Time Inc. Broadcasting Vice President Weston C. Pullen Jr. said, "Back in 1924, Time Inc. practically invented the quiz show on radio with *The Pop Question Game*, an audience participation news quiz based on the news of the week in *Time* magazine. Mr. Sarnoff, referring to our failure to act upon *Time's* 1957 disclosures about rigged quiz shows, pops a very good question. Despite our sentimental link with the quiz format, we should have dropped the programs from our stations' schedules the moment the information came to our attention. I regret that we did not. Like Mr. Sarnoff and others, we learned a lesson."

Noting the fine public service record of "carefully managed" Time Inc. stations, Mr. Pullen said, "We have not, as yet, met the standards in local programming that our own magazines have called for. But that is our aim and we are glad to accept Mr. Sarnoff's challenge to try to reach it. However, we must depend upon the networks for presentations beyond the reach, resources—and responsibility—of local stations."

Government ratings? • The president of Trendex Inc., Edward G. Hynes Jr., agreed with Rep. Frank Kowalski (D-Conn.) last week that federal regulation of ratings might work. But he said there are "many sides" to federal regulation of tv ratings and he'd like to see the law first.

Mr. Hynes debated with Rep. Kowalski in a program aired as a public service by WCCC Hartford, Conn. The program was offered to other Connecticut stations and was accepted by WAVZ New Haven.

Rep. Kowalski described his proposal, made in a wire to Chairman Oren Harris of the House Legislative Oversight Subcommittee, that tv rating systems be federally regulated and licensed because, he felt, they hold con-

'Private eye' opens

There is a new investigative firm in Washington which will "offer long-range assistance to numerous licensees in maintaining stations' freedom from payola and other distasteful practices."

Named ComPer (communications personnel) Consultants, the firm is headed by Francis X. McClaughlin, former investigator for the House Legislative Oversight Subcommittee. ComPer will offer clients a fundamental system of controlling their air personalities supplemented by on-the-spot investigations.

Mr. McClaughlin, who has been practicing law since leaving the subcommittee last January, said ComPer will be available for "immediate assistance" to stations seeking license renewals. A series of regional meetings with broadcasters is planned in the immediate future, he said. After satisfying itself that a station's disc jockeys are above suspicion, ComPer will submit a sworn affidavit to the FCC at renewal time stating that the licensee has retained "competent, reputable, professional assistance in preventing adverse practices," Mr. McClaughlin said.

He pointed out this should satisfy FCC Chairman John C. Doerfer, who has warned that something more than "pious affirmations" of programming responsibility will be required of a station before its license will be renewed (BROADCASTING, Nov. 23).

ComPer Consultants is headquartered at 1411 K St., Washington, D.C. Telephone: Executive 3-3934. Mr. McClaughlin spent most of his time with the House subcommittee on FCC matters and helped develop, among others, the Boston ch. 5 and Bernard Goldfine-Sherman Adams cases.

World's Tallest Man-made Structure Covering the Portland and Southern Maine Market Began Full Power, Full Time Operation October 30
84% Increase . . . Grade A TV Homes
68% Increase . . . Grade B TV Homes
70% of the TV Homes in Maine . . . plus many additional in New Hampshire and Vermont
CBS
WGAN-TV
CHANNEL 13
The Guy Gannett Broadcasting Services
AVERY-KNODEL
Incorporated
Exclusive National Representatives

TELE-URBIA:

The Market-Media Continuum

(This gets deep later on)

THERE'S a new reality in marketing. Corinthian's name for it is Tele-Urbia. The Einstein-like phrase above describes it beautifully. Now all we have to do is define the description. Hold onto your hats.

America's flowing, exploding population is changing conventional marketing ideas. Data for traditional "metro markets" fail to reflect the change. New residential, industrial and transportation patterns alter marketing and media patterns. Industry disperses. City department stores and supermarket chains become retail networks serving scattered focal points for shoppers. In customs, spending power, and consumption, farm families look like suburban families. New transportation networks tie clusters of miniature metropoli together around larger metropolitan centers.

What medium ties the clusters together? Television. In communication between seller and consumer the clusters—and areas between—are made cohesive by the television signal.

That's the new dimension of marketing. The medium employed as the major sales instrument delineates the market covered, transcends city, county and state boundaries, forms a market-media continuum. Corinthian's name—Tele-Urbia—suggests the urban origin of a television signal whose contour determines the size of a market. The name is new. The concept isn't.

Anheuser-Busch recognized the concept in marketing Busch Bavarian beer. They discarded conventional metro market definitions, marked out "media coverage areas," built a distribution pattern based on television signals, fashioned sales territories, wholesalers' coverage areas, and retail effort after television's superior market coverage, achieved signal success in a remarkably short period.

The Busch Bavarian experience points the way to a profound change in marketing theory and practice. Key to the change is television.

In purely physical terms—ignoring positive values of impact, sight, sound and motion—television alone meets modern marketing requirements.

Responsibility in Broadcasting

THE CORINTHIAN S

trol over the nation's broadcast entertainment and educational fare.

Mr. Hynes said he had no objection to congressional scrutiny of tv rating systems methods and said if the government wants to subsidize larger-scale area measurements it might be a good idea. But he questioned the need for regulation, feeling private industry should regulate itself.

If results of ratings research did not meet advertisers' needs, Mr. Hynes said, a rating firm would have "exactly the same chance of staying in business as the Standard Oil Co. if it tried selling water through its gasoline pumps."

Rep. Kowalski said a "mania" for high ratings can be blamed for generating the "climate" which allowed the tv quiz scandals to flourish. He attributed a statement to David Sarnoff, RCA board chairman, that ratings are "murder by decimal point," referring to discrepancies between findings of various ratings concerns in measuring the same program's audience.

Rigging and junk • Rigged radio ratings have force-fed the public with "a steady diet of rock 'n' roll junk," according to a statement to UPI by H.A. Crowl, president-general manager of WAVI Dayton, Ohio. "Payola is giving radio a black eye, but wait until the rating story comes out," he said. He added only 57 out of 9,117 newspaper ballots showed a preference for rock 'n' roll after the station switched from its popular-classical format to "junk" as an experiment. It's now back to the regular format.

Stateside stand • Federal regulation of the broadcasting industry should not go beyond present bounds, according to Tennessee Assn. of Broadcasters. At its Nov. 20 meeting TAB unanimously adopted a resolution setting forth the belief that broadcasters still are best able to govern the industry. No federal agency should be given or assume additional powers because of the present excitement over rigged quiz shows, the association contended.

Block is clean • "They just don't approach me," said Martin Block, WABC New York, called dean of the disc jockeys and one of the most successful in the business. But he recalled he "once received a record with a $10 bill attached." It was returned. And Bob Moss, his executive producer, added, "Mr. Block is above payola; he is just too big."

NAB TV BOARD TO ACT ON CODE

Show rigging, misleading ads covered

The first major industrywide decision in the effort to shore up broadcasting's self-regulatory structure will be reached this week.

At issue: Whether to wedge some plain, specific language into the NAB Tv Code. NAB's Tv Board of Directors will do the deciding.

Emergency procedure was set up at a Nov. 24 meeting of NAB headquarter's officials after informal conferences with board members and other tv broadcasters.

NAB President Harold E. Fellows said after the conferences that G. Richard Shafto, WIS-TV Columbia, S.C., Tv Board chairman, had been contacted and the directors' meeting would be called. The date was set for Friday, Dec. 4, in Washington.

Changes Pending • Several amendments have been drafted by the NAB Tv Code Review Board. All are designed to make code language so specific that show rigging and misleading advertising will be clearly covered.

Two main steps are planned in the tv code structure—1, the new amendments, and 2, stiffer enforcement machinery. Main Tv Board attention Dec. 4 will be devoted to the first step, according to Donald H. McGannon (Westinghouse stations), chairman of the tv code enforcement agency.

The amendments were drafted by the code board at Los Angeles in mid-November (BROADCASTING, Nov. 23). Tentative language was agreed on after a thorough round of discussion that went into the impact of a stronger code on the industry. The rhetoric was refined by the code staff and final language is now ready for the necessary Tv Board approval. NAB refused to make public the language but it is known to cover three points:

- Definite wordage designed to prevent briefing of quiz and game contestants or rigging of programs.
- Rules governing interviews and discussions. The aim—to make clear to viewers any production or rehearsal devices that might otherwise be deceptive.
- New language laying out in specific terms what should be done, and what should not be done, to keep commercials at a high ethical level and to prevent fraudulent advertising.

Industry Reaction • Chairman McGannon's call for code support began to take effect last week. The first two days, for example, drew 25 letters and

KOTV
TULSA *(Petry)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(Petry)*

WISH-TV
INDIANAPOLIS *(Bolling)*

WANE-AM
FORT WAYNE *(Petry)*

WISH-AM
INDIANAPOLIS *(Petry)*

STATIONS

telegrams from broadcasters. Of the 25 messages, 22 pledged support to the code-strengthening movement.

First sign of encouragement was the quick receipt of 14 applications from stations asking to become code subscribers. Chairman McGannon stated in strong language during a Nov. 18 closed-circuit telecast over the three tv networks that the industry's sincerity in its insistence on self-regulation and minimum government controls would be judged on adherence to the code.

At the time of his industry appeal for code support there were 271 tv station and three tv network subscribers. If the 14 applying stations are approved by the Tv Board, the list would stand at 285. This is a little over half the total number of commercial stations on the air (522 stations are currently in operation).

A quiet, unofficial campaign to sign new subscribers is under way. Code board members have been given the call letters of non-subscribing stations in their areas. Former code board members are helping as well as members of the NAB Tv Board and NAB's station relations staff.

FTC, RADIO-TV BRASS TO MEET

Will discuss ways of overcoming false broadcast advertising

Moving rapidly into the scandal-laden tv industry—and itself the object of a senatorial rebuke—the Federal Trade Commission last week made plans for a high level government-broadcast industry meeting to set up closer liaison on overcoming false and misleading advertising on the air.

The presidents of all networks plus NAB President Harold E. Fellows and Tv Code Review Board Chairman Donald H. McGannon (Westinghouse Broadcasting Co.) were scheduled to meet with FTC Chairman Earl W. Kintner and his colleagues on Wednesday, Dec. 2. The original Nov. 30 date was changed when one of the network presidents pleaded a conflicting appointment.

Acceptances have been received, FTC officials reported, from Frank Stanton, CBS; Robert E. Kintner, NBC; Leonard H. Goldenson, ABC, and Robert F. Hurleigh, MBS.

The FCC and the Dept. of Justice were invited to send observers to the meeting.

Besides the FTC chairman and commissioners, other agency officials expected to sit in at the conference include Harry A. Babcock, executive director; Sherman R. Hill, director of the Bureau of Investigation, and Charles A. Sweeney, chief of the radio-tv monitoring unit.

Reprimanded by Magnuson • The FTC was at the receiving end of a reprimand two weeks ago when Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, charged it with failing to act to clean up radio-tv advertising abuse and said he was "amazed" that the FTC is expanding its radio-tv monitoring activities because he thought it had already done so. Sen. Magnuson said FTC was given added funds in 1956 to establish tighter surveillance over radio and tv advertising.

This week's meeting with broadcasters was called, according to the FTC announcement, to launch "a coordinated attack by government and industry on deceptive advertising over television and radio."

It is expected that this meeting will be the first of a series on this subject according to informed sources.

The FTC chairman expressed the purpose of the meeting in these words:

"It is quite plain that the broadcasting industry and the government are determined to clean up the abuse of public confidence by the false advertising claims made over the airways. What is needed is a workable plan of action that will coordinate our efforts. The Commission is poised to strike deception with the full force of the laws it administers, and the industry must stand ready to assist . . . The conference is simply to develop sensible teamwork for the job."

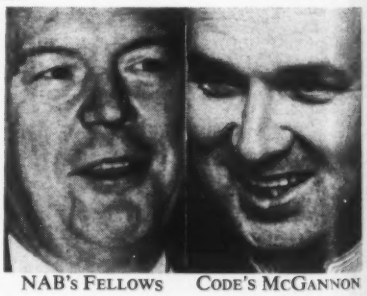
The meeting will begin at 10 a.m. in Room 432 of the FTC Bldg. in Washington.

The FTC first leaped into the tv quiz scandals early this month when Mr. Kintner announced a four-pronged attack on misleading tv and radio commercials (BROADCASTING, Nov. 9).

Quadrupled Activity • Mr. Kintner promised: (1) doubling the FTC's radio-tv monitoring staff; (2) monitoring tv network programs round-the-clock during broadcast hours; (3) demanding scripts of all tv network commercials during the Nov. 15-Dec. 15. pre-Christmas buying period and (4) intensifying investigations of non-network tv advertising throughout the country.

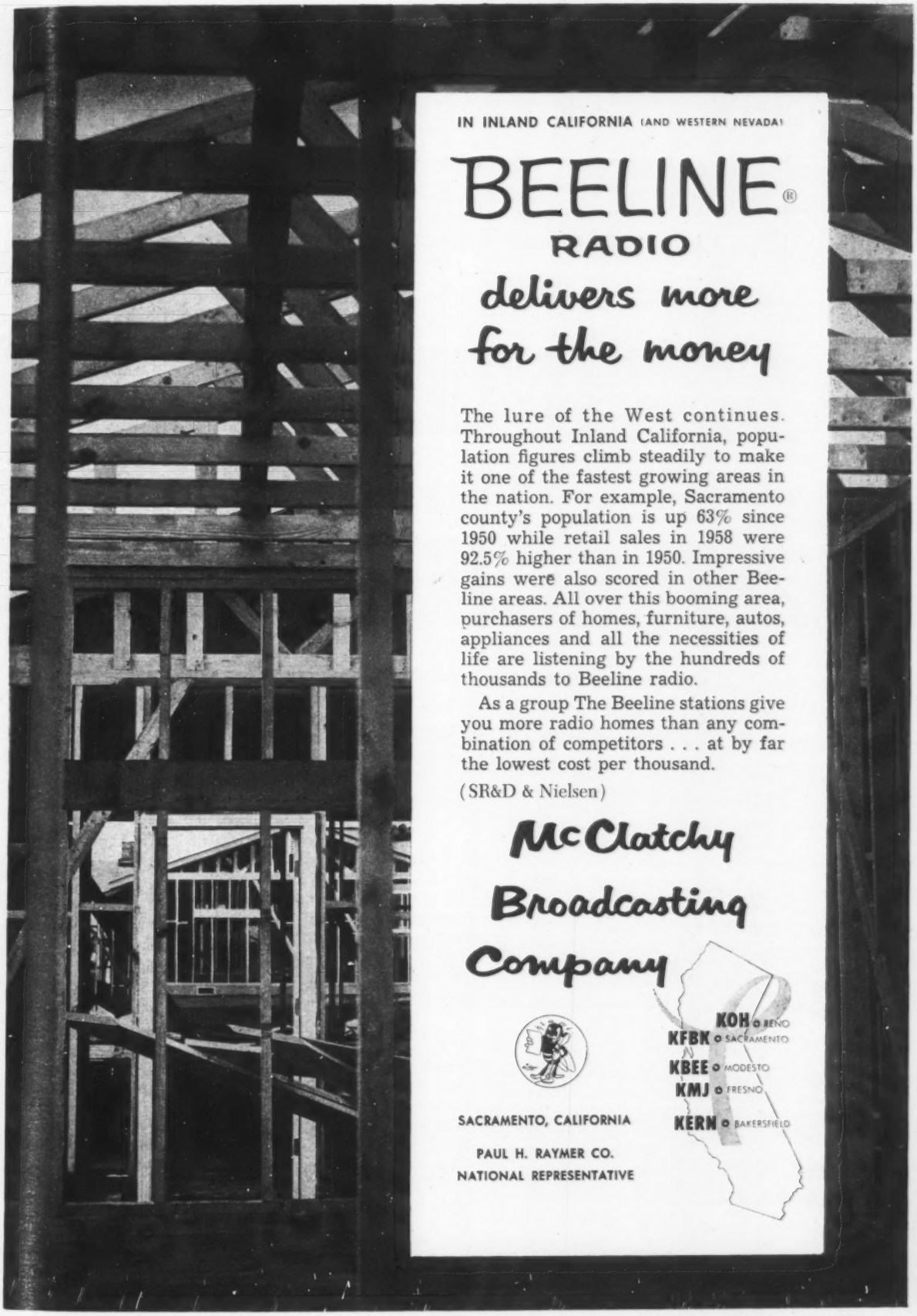
The FTC moved rapidly. Two days later it issued a complaint against Libby-Owens-Ford Glass Co., Toledo, and General Motors Corp., Detroit, for allegedly using camera trickery to puff the merits of L-O-F glass used in GM cars. Only last week it hit at Colgate Dental Cream for exaggerated claims on tv and in newspapers and magazines (see page 71).

Mr. Kintner (no relation to the NBC president) also called on broadcasters to crack down on advertising that offends the public and on advertising excesses "that dance on the edges of the law."



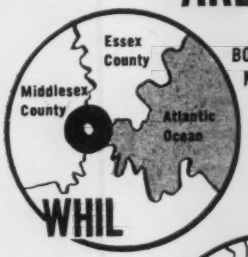
NAB's FELLOWS CODE's MCGANNON

FTC's KINTNER FTC's SWEENEY ABC's GOLDENSON CBS's STANTON MBS's HURLEIGH NBC's KINTNER


IN INLAND CALIFORNIA (AND WESTERN NEVADA)
BEELINE®
RADIO
delivers more
for the money
The lure of the West continues. Throughout Inland California, population figures climb steadily to make it one of the fastest growing areas in the nation. For example, Sacramento county's population is up 63% since 1950 while retail sales in 1958 were 92.5% higher than in 1950. Impressive gains were also scored in other Beeline areas. All over this booming area, purchasers of homes, furniture, autos, appliances and all the necessities of life are listening by the hundreds of thousands to Beeline radio.
As a group The Beeline stations give you more radio homes than any combination of competitors . . . at by far the lowest cost per thousand.
(SR&D & Nielsen)
McClatchy
Broadcasting
Company
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
KERN BAKERSFIELD
SACRAMENTO, CALIFORNIA
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVE

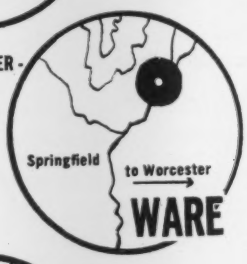
New home construction in Sacramento county. The valuation of construction in Sacramento county in '58 was 98.7% more than in 1950.

WHERE IN THE U.S. ARE YOU?



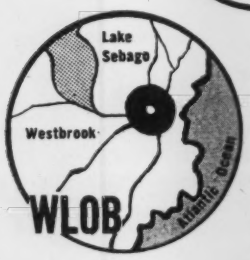
BOSTON - MEDFORD, MASSACHUSETTS

Reaching over 2,500,000 listeners



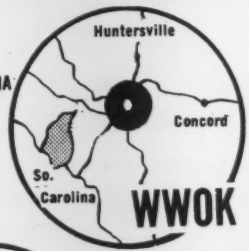
WARE - WORCESTER - SPRINGFIELD, MASSACHUSETTS

Reaching over 500,000 listeners



PORTLAND, and the STATE OF MAINE

Reaching 950,000 listeners, in association with the Lobster Network



CHARLOTTE, NORTH CAROLINA

Reaching over 480,000 listeners

NEW ORLEANS, LOUISIANA

Reaching over 1,300,000 listeners

From New England to New Orleans,

THE INFLUENCE OF A

TARLOW TOWER

REACHES OVER

5,730,000 PEOPLE

WHIL, WWOK, WJBW, WLOB — National Rep.: Richard O'Connell Co.
WARE — National Rep.: Breen and Ward Co.

TARLOW ASSOCIATES
SHERWOOD J. TARLOW, PRESIDENT

BROADCAST ADVERTISING

NEW SINDLINGER SURVEY PLAN

In-depth study for size, type of audience

The field of tv audience research had a new element to consider last week. Sindlinger & Co., Philadelphia, announced the availability of a new, in-depth service to measure both the size of the national tv network audience and the characteristics of the people who comprise it.

The announcement came at a meeting of the Radio & Television Executives Society in New York (see page 46). It was made by Albert E. Sindlinger, president, who announced simultaneously that the service has been purchased by one major tv advertiser, du Pont.

Billed as a "qualitative" rather than "quantitative" service, the new Sindlinger report offers the added attraction of speed: Reports for an evening's viewing are delivered to clients seven days following a telecast. Reports are based on a constantly changing sample of 1,600 homes per day, covering 287 counties in the basic Sindlinger sample area, with interviewing done within 24 hours of the telecast using aided recall techniques. (For complete description of the Sindlinger sample method, see BROADCASTING, Nov. 2).

'How're We Doing?' • The Sindlinger service is designed primarily for use by advertisers and agencies interested in knowing how their programs are doing on a specific night both in relation to competing programs and, internally, in regard to the audience they're attracting. du Pont, for example, sponsors the *June Allyson du Pont Show* on CBS-TV on Monday (and also the *du Pont Show of the Month* on various evenings on CBS-TV). It would purchase the Monday report, and would get the following data:

Series A-1: Tv sets in use by section of the country (east, south midwest and west) for the hours between 6 p.m. and 4 a.m.

Series A-2: A 12-page work data supplement showing sample control and projection bases, adult personal viewing (12 years and older), children's viewing (under 12), reported adult in-home viewing activity, program availability (based upon whether the program could have have been seen in sample market already), total households tuned in, households tuned in to all of the program, households tuned per average minute, and total and average share of households.

Series A-3: This section deals with the people (rather than households) who watch each tv program, and breaks the results down by sex, age and section of the country.

Series B: This is a compact data sheet comparable to standard rating pocket pieces. It shows the national television ratings by households tuned and by people viewing. It shows all data for each day on a single page for ease of comparison.

Series C: This is a special report issued every four weeks showing which individual in the tv homes makes the decision to watch a particular program (not necessarily the person actually tuning the set).

All these elements of the basic report are sold on a 13-week basis. Price for the basic service is $2,850 for the first program day with a 20% discount for the second program on the same day and another 10% discount for third and subsequent programs.

Optional Services • It's in the area of optional services that the new Sindlinger service offers its principal qualitative aspects. The supplemental services (series D and E) provide quarterly reports on household characteristics and audience characteristics, respectively, for the client's program, the preceding program and oposing programs. Household characteristics include total household income, age of household head, occupation of household head, household location by market size and region, size of household, number of tv sets owned and ownership of color tv sets. Audience characteristics include age of viewers by sex, occupation by sex, education by sex, age by household income, viewers by household head (by sex), viewers by non-household head (by sex), viewing at public place (by sex) and color tv viewing (by sex).

Best liked spots

The one-minute commercial and the five-minute program were adjudged by the Radio Advertising Bureau last week as the favorite lengths of the nation's spot radio advertiser during the third quarter of 1959.

After analyzing almost one million radio announcements, RAB reported that 63.3% aired during the third quarter were one minute; 15.4% were four to eight second; 12.3% were 10-second; 5.8% were 30-second and 3.2% were 20-second.

FOR THE FIRST TIME

A COMPLETE SERVICE FOR ALL PHASES OF TALENT PAYMENTS THROUGH AUTOMATION. A unique new program for advertising agencies and film syndicators from an established service organization. From first use through reruns, by an organization specifically designed to do only this. The result—a significant savings in time and money, and covering: FILM...TAPE...TRANSCRIPTION...LIVE...

Advertising people and film syndicators are very much aware that talent payments are becoming increasingly complicated and time consuming, particularly in connection with residual payments. The maintenance of adequate records for each commercial or syndicated show, correct use information that is instantly available, filing of union reports, computing and preparing payroll checks and tax information and reports to clients can all be handled outside your office. The service includes knowledgeable interpretation of union agreements and the meeting of payment deadlines in order to avoid penalties and obtain maximum commercial exposure at no more than required minimum cost.

Automation through the use of the latest high-speed electronic computing equipment results in the virtual elimination of human error. The entire operation is performed with speed and accuracy. One person within your organization can coordinate this new service, giving us basic information on simple forms we supply. In many instances only a check mark is required.

For our part, we handle **all** details of an agency's or syndicator's talent payments.

FOR COMPLETE INFORMATION CALL OR WRITE:
WADE BARNES OR ALEX LESLIE

BONDED SERVICE BUREAU

Talent Payment by Automation

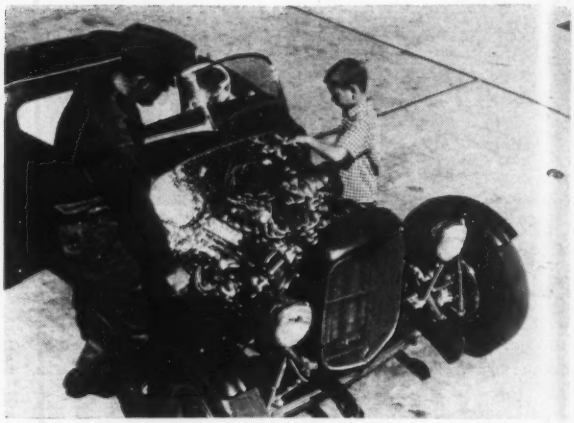
630 NINTH AVENUE, NEW YORK 36, N. Y. • JUdson 6-1030

AN ADDED SERVICE OF BONDED TV FILM SERVICE

11 AWARDS TO TV

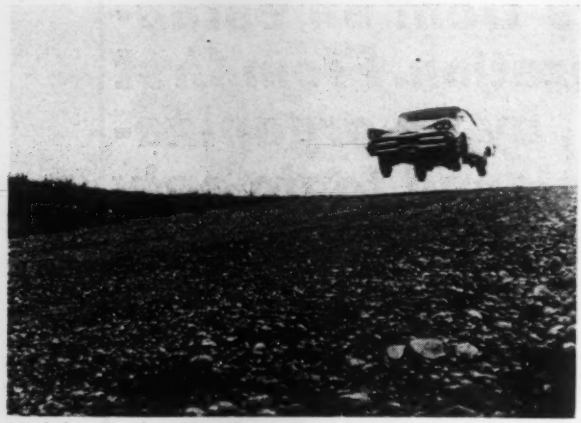
Tv film commercial took one third of the 33 total awards in a competition in which over 1,750 print ads were entered and only 225 tv commercials. Seven medal awards and four merit citations were won by tv and presented by the Art Directors Club of Chicago at its annual awards dinner Nov. 23. The jury was comprised of nine artists and designers representing advertising, broadcasting, manufacturing and the Museum of Modern Art, N.Y. ADCC's president Len Rubenstein, vice president of Clinton E. Frank, and Ralph Eckerstrom, director of design, Container Corp. of America and chairman of the Club's competition, made the awards presentation.

Winning tv commercials and those responsible for their creation are presented herewith.



Medal award • Classification 1: design of complete unit, tv; film commercials (live technique) (60 seconds)

Art director, G. Don Curphey; artist/photographer, Ivan Dazey; copywriter, Margaret Abrams; agency, McCormack Adv.; producer, Alexander Film Co.; advertiser, Shamrock Oil & Gas Corp.



Medal award • Classification 1: design of complete unit, tv; film commercials (live technique) (20 seconds)

Art director, Bob Mack; artist/photographer, Robert Woodburn; copywriter, Robert Woodburn; agency, Grant Adv.; producer, Alexander Film Co.; advertiser, Dodge.

Merit award • Classification 1: design of complete unit, tv; film commercials (live technique) (60 seconds)

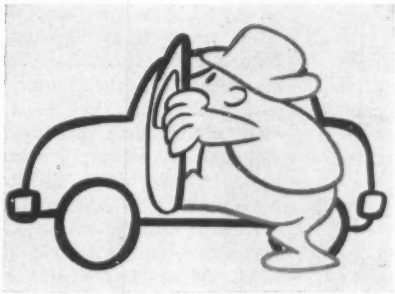
Art director, Cleo Hovel; artist/photographer, Desilu, Hollywood; copywriter, Cleo Hovel; agency, Campbell-Mithun; advertiser, Northwest Orient Airlines.

Medal award • Classification 1: design of complete unit, tv; film commercials (animation) (60 seconds)

Art director, John Hubley; artist/photographer, John Hubley; producer, Story Board Inc.; agency, W. B. Doner & Co.; advertiser, Faygo Beverage Co.

Medal award • Classification 1. (live and animation):

Art director, Robert Tucker; producer, Sarra; copywriter, Ruby Perz; agency, JWT; advertiser, Seven-Up.

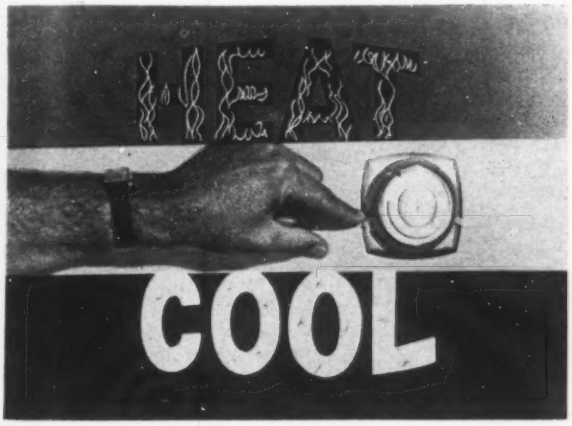


Merit award • Classification 1 (live and animation):

Art director, Joseph Creaturo; producer, Pantomime Pictures; copywriter, Kenneth Snyder; agency, NL&B; advertiser, Renault.

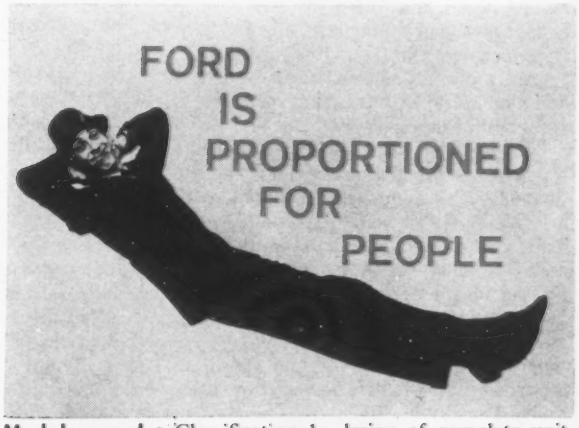
Medal award • Classification 1: design of complete unit, tv; film commercials (animated) (20 seconds)

Art director, Earl Klein; artist/photographer, Bob Curtis; producer, Animation Inc.; agency, Weinberg Adv.; advertiser, The May Co.



Merit award • Classification 1: design of complete unit, tv; commercials (live and animation)

Art director, Robert C. Stanley; producer, Playhouse Pictures; copywriter, Robert Chambers; agency, Needham, Louis & Brorby; advertiser, Peoples Gas Light & Coke Co.



Medal award • Classification 1: design of complete unit, tv; (miscellaneous) (two minutes)

Art director, Jack Wohl; producer, Transfilm-Caravel; copywriters, Charles Green and Jack Wohl; agency, JWT; advertiser, Ford; still photographer, Howard Zieff.

Medal award • Classification 2: art and photography, tv; film commercials (live technique) (60 seconds)

Art directors, Lawrence Berger, Louis Zansky; producer, Transfilm-Caravel; copywriter, James Huff; agency, BBDO; advertiser, U.S. Steel; agency producer, J. T. Zoller.

Merit award • Classification 2: art and photography, tv; billboards

Art director, Bob Ballintine; artist/photographers, Barbara Mitchell, Federman, Adams & Colopy; agency, Ketchum, MacLeod & Grove; advertiser, Thorofare Markets.

JAGUAR RACING INTO RADIO

Urges 500 dealers to buy local spots

Dealers in the U.S. are urged to leap with Jaguar into local radio.

Jaguar Cars, New York, through Cunningham & Walsh, its agency, has distributed to 500 dealers an electrical transcription containing several open-end one minute commercial announcements. Along with the recorded spots, the foreign car manufacturer has included some radio advice.

Recommended: A minimum schedule of six weeks with a repeat every three months for a total yearly run of 24 weeks.

The dealer is told about radio's power to build traffic for the dealership and spark more response for each ad dollar.

The commercials feature a famous racing driver, John Benett, who also is vice president of Jaguar Cars. In the announcements, he describes different Jaguar models (the XK 150, the 3.8 and the Mark IX) in a low pressure, conversational tone.

The voice of British-accented Benett was chosen for the first-time production of dealer commercials because of his reputation as an auto race driver. This, it was thought, lends authority and credibility which might be found lacking in a professional announcer.

Forcing Device • In telling dealers why radio is valuable to them to promote the car, Jaguar explains "radio advertising is what's known as a 'reminder' medium. When used efficiently, radio serves as a forcing device for the listener to 'act,' to 'do' something."

The dealers learn that the recorded announcements were produced to do the following:

- "Build traffic for your dealership.
- "Interest people to investigate the Jaguar line.
- "Assist you in getting an extra share of the foreign car business.
- "Get more response from your advertising dollar."

"Radio *can* bring new prospects to your door if you give it the opportunity. Once it delivers prospects to your dealership, the rest is up to you."

Pep Talk • The Jaguar company on the jacket of each copy of the electrical transcription sent to dealers goes further presenting "check points" for the dealer to use when placing his radio advertising.

The dealer is advised to contact two to four stations in the sales area informing them of the desire to place the local announcements on a 10-20 times weekly basis during the period between 7-9 a.m., 12-1:30 p.m. and 4-7 p.m., which, the Jaguar people comment, "are the periods that provide you with peak listenership."

Other check points urge dealers to ask for the number of homes the station reaches rather than people and then choose that station in the sales area with the best offer according to homes reached and the cost of the time. The minimum order ought to be six weeks, with the campaign repeated every three months for a 24-week per year coverage, according to Jaguar's recommendation. It's also suggested that the dealer ask before he buys time as to what support station personalities will give the dealership during the campaign.

Dealers are introduced to Mr. Benett on the cover of the transcription album in a letter from Jaguar's President Johannes Eedmans. Mr. Benett, who has been with the company for the past four years, has been gathering international fame in car racing since 1930, has taken part in numerous racing events including Sebring and Le Mans and in this country has set sports car speed records on the Salt Flats at Bonneville, Utah.

The sleek-lined Jaguar models are priced from $4,495 (bottom price for any model at port of entry) to a high of $5,995. Thus the appeal is to a select segment of the car buying public.

From time to time, the company has used radio, devoting portions of its limited ad budget to sponsor events judged to be of interest to this limited audience. For example, Jaguar earlier this year co-sponsored *This Is Britain*, a program on WQXR New York, which featured Schweppes' Commander Whitehead (Schweppes was the other advertiser). In the fall of 1958, Jaguar sponsored CBS Radio coverage of the American Cup yacht race.

JOHN BENETT
Radio 'Voice' of Jaguar

Brenner forecasts fates of 19 shows

Two tv research executives went before the Radio & Television Executive Society in New York last week to talk about "what's new in nose counting."

Henry Brenner, president of The Home Testing Institute, Port Washington, N.Y., described that firm's Tv-Q Ratings, which seek to determine audience appeal of tv programs and offer data which can be used to predict future program performance. Albert Sindlinger, president of Sindlinger & Co., Philadelphia, announced a new tv rating service his firm has ready for the market (see page 42).

Mr. Brenner, after describing what Tv-Q Ratings are and how they are obtained, went out on a limb to predict ten new shows of the current season he felt would still be around next year, and nine new shows which he thinks are on the way out. The ten staying: NBC-TV's *Bonanza, Laramie* and *The Deputy*; CBS-TV's *Dennis The Menace, Hotel De Paree, Dobie Gillis* and *Hennesey*, and ABC-TV's *The Rebel, The Untouchables* and *Bronco*.

The nine Mr. Brenner predicts as due for departure: NBC-TV's *Troubleshooters, Fibber McGee & Molly*, and *Love and Marriage*; CBS-TV's *Lineup, Dennis O'Keefe Show* and *The Big Party*, and ABC-TV's *Charley Weaver Show, World of Talent* and *Philip Marlowe*.

Mr. Brenner qualified his list of misses with the observation that pro-

gram people might yet avoid some of the predicted departures by heeding the signs of audience displeasure shown in the Tv-Q Ratings. He also said his prediction that *Hotel De Paree* might last on CBS-TV was based on the competition's not putting something stronger against it.

Basically, the Tv-Q service measures not the number of people who watch a particular show but the number of people who are favorably or unfavorably oriented to it and to the product it seeks to sell. Mr. Brenner said the services uses 12 fixed panels a year, each consisting of 750 families.

Rating to Blame • In remarks preceding a description of his new rating service, Mr. Sindlinger said there was one point of agreement about the current tv quiz scandal: the whole thing was created by insistence on high ratings. He said rating concepts which seek only to "count noses" of the tv audience are wrong for everybody in that they are one-dimensional and show nothing about quality of the audience and compatibility of the audience with the advertiser's product. He also said that insistence on large ratings had led to imitation of certain high-rated programs, and in turn to mediocrity of tv programming. Only by putting qualitative considerations first can tv produce new ideas and foster creative talent, he said.

TvB book highlights eight-second ID's

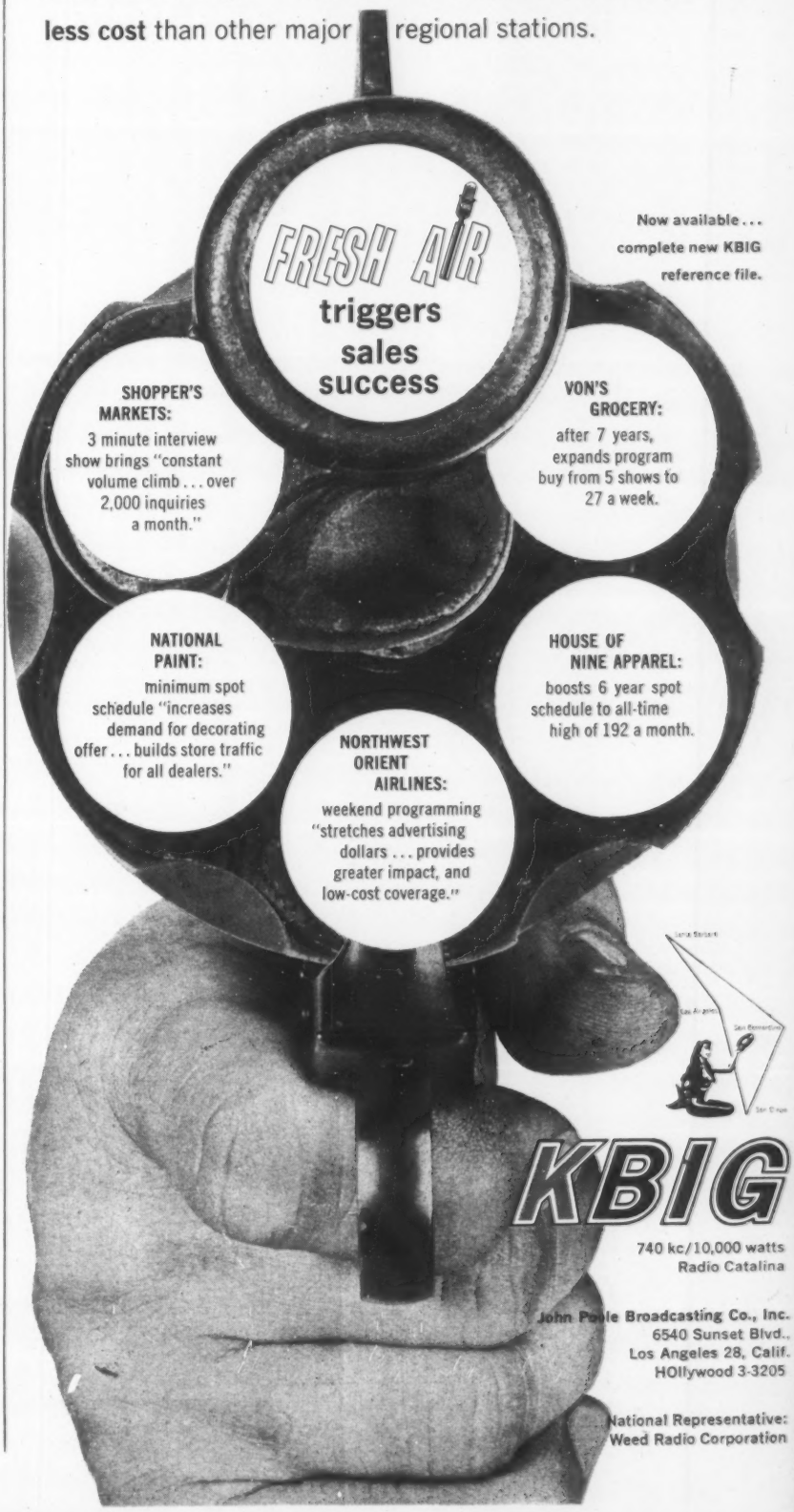
The ID on television is an "eight-second" idea—and can create sales with maximum exposure at minimum expense.

This message is highlighted in a new Television Bureau of Advertising brochure, "Ideomotion," distributed to agencies and advertisers last week. The booklet cites the advantages of ID's; lists the heavy spenders in this type of commercial sponsorship; compares consumer time spent on an ID and on a written page in the printed media, and details success stories of ID advertisers.

Some of the varied uses of the ID suggested by TvB: As a supplement to a broader copy story; as a means of establishing the basic theme of a campaign; as an announcement of product improvement, price changes, premium offers; as a means of establishing brand or package identification; as a supplement to regular advertising in special seasons when the product is most in demand.

The major advantages of ID's noted by TvB are: They are easier to schedule than longer selling messages; placements are available in the most-sought-after, often-sold-out time period; they can be purchased adjacent to top-rated local and network programs.

KBIG is loaded with advertisers who prove good copy and FRESH AIR just **can't miss!** Radio Catalina's **new programming format** is a potent sales weapon... hitting a responsive audience throughout Southern California at an average **71% less cost** than other major regional stations.


FRESH AIR
triggers
sales
success
SHOPPER'S MARKETS:
3 minute interview show brings "constant volume climb... over 2,000 inquiries a month."
VON'S GROCERY:
after 7 years, expands program buy from 5 shows to 27 a week.
NATIONAL PAINT:
minimum spot schedule "increases demand for decorating offer... builds store traffic for all dealers."
HOUSE OF NINE APPAREL:
boosts 6 year spot schedule to all-time high of 192 a month.
NORTHWEST ORIENT AIRLINES:
weekend programming "stretches advertising dollars... provides greater impact, and low-cost coverage."

Now available... complete new KBIG reference file.

KBIG

740 kc/10,000 watts
Radio Catalina

John Poole Broadcasting Co., Inc.
6540 Sunset Blvd.,
Los Angeles 28, Calif.
HOllywood 3-3205

National Representative:
Weed Radio Corporation

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ASSIGNMENT: UNDERWATER

SOMETHING NEW UNDER THE SEA

All New / First Run / Half Hours

The secret world of adventure that lies beneath the seas bubbles with a new brand of excitement, as this NTA series plunges into action in every corner of the world.

A "must-see" for every advertiser:
Bill Williams, big, rugged, and right at home in the role of ex-Navy Frogman Bill Greer.

A "must-see" for every advertiser:
Fresh, colorful new production techniques, on-location impact in Cuba, Hawaii, Alaska, Korea.

A "must-see" for every advertiser:
The gripping audience interest built on a solid base of authenticity ...the kind of authenticity backed by the cooperation of not one, but five governmental agencies.

A "must-see" for every advertiser:
The unique combination of action plus emotional appeal, with 8-year-old Diane Mountford to play Greer's daughter, and to turn on all-family interest full force.

A "must-see" for every advertiser:
The tremendous potential this series holds for all-out merchandising and exploitation.

Phone, wire, write Michael M. Sillerman, President,
Program Sales, a Division of
National Telefilm Associates, Inc.
10 Columbus Circle, N.Y. 19, N.Y.
Telephone: JUdson 2-7300.

NTA

ARB

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television network shows for each day of the week Nov. 18-24 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

Date	Program and Time	Network	Rating
Wed., Nov. 18	Wagon Train (7:30 p.m.)	NBC-TV	27.5
Thur., Nov. 19	Bachelor Father (9 p.m.)	NBC-TV	20.6
Fri., Nov. 20	77 Sunset Strip (9 p.m.)	ABC-TV	22.8
Sat., Nov. 21	Gunsmoke (10 p.m.)	CBS-TV	28.6
Sun., Nov. 22	Loretta Young (10 p.m.)	NBC-TV	27.0
Mon., Nov. 23	Father Knows Best (8:30 p.m.)	CBS-TV	23.6
Tue., Nov. 24	Red Skelton (9:30 p.m.)	CBS-TV	21.0

Copyright 1959 American Research Bureau

• Business briefly

Time sales

Four for four • ABC Radio has signed following sponsors of four daytime shows: Lewis Howe Co., St. Louis, through MacFarland, Aveyard & Co., Chicago, *Weekday News* four days per week at 4:55 p.m. EST, for 52 weeks; Hastings Mfg. Co., Hastings, Mich., via Keeling & Co., Indianapolis, *Paul Harvey News*, (Mon.-Fri., 5:55 p.m. EST); Whitehall Labs Div., of American Home Products, through Tatham-Laird Inc., Chicago, as participating sponsor of *Breakfast Club;* Vitamin Sales Co., Pittsburgh, through Fairfax Inc., N.Y., *Story Princess* (Sat. 10-10:30 a.m. EST).

Spots for jets • Irish Air Lines last Monday (Nov. 23) appointed Geyer, Morey, Madden & Ballard Inc., N.Y., to handle advertising and sales promotion activities starting Jan. 1, 1960. Spot radio and print media will be used for a campaign prior to, and after, the introduction of Boeing 707 jets to the airline's trans-Atlantic flights next year, when it expects to have an all jet-powered fleet. A total of eight agencies were reported to have made presentations for the account.

Special repeat • Pontiac Div. of General Motors Corp., Detroit, will sponsor the 10th presentation of "Amahl and the Night Visitors" as *Pontiac Star Parade* special Dec. 24 on NBC-TV (Thurs. 8-9 p.m. EST). NBC Opera program will be a black-and-white tape showing of the 1958 presentation. Agency: MacManus, John & Adams Inc., Bloomfield Hills, Mich.

Life insurance campaign • Standard Security Life Insurance Co., N.Y., appoints Mogul Williams & Saylor, N.Y., as advertising agency and has allocated test budget of $250,000 to promote its life insurance policies for persons up to age 75. Though print media will be used primarily, WMGM New York is included in test and other radio and television outlets will be added later.

Jerrold saturates • Jerrold Electronics Corp., Phila., is running a saturation tv campaign to promote its Jerrold Tv-Receptor indoor antenna. Minute and 10-second announcements are scheduled on three Philadelphia tv stations. Programs adjacent to top football games on the area's radio stations are being bought. Jerrold says the concentrated promotion is to test the impact of broadcasting. If successful the media will be used throughout the country. Agency: Lavenson Bureau of Adv. Inc., Phila.

Another year • Lever Brothers Co., N.Y., has renewed through 1960 its five alternate-week quarter-hour segments in NBC-TV's *Concentration* (Mon.-Fri. 11:30-12 noon EST). Agency: Needham, Louis & Brorby Inc., Chicago.

Agency appointments

• Pepsi-Cola Bottling Co. of Los Angeles appoints Young & Rubicam, L.A., as agency for Pepsi-Cola, Hires Root Beer, and Bireley's fruit flavored drinks, effective Jan. 1, 1960. Appointment consolidates promotion of all three soft-drinks with a single agency.

• Libby, McNeill & Libby, Chicago, appoints Tatham-Laird, same city, to handle advertising for its canned meat division, effective Feb. 1, 1960. Account, estimated at $500,000 was formerly handled by J. Walter Thompson Co., which will still represent other canned foods division. BBDO handles Libby's frozen foods. Termination with JWT on meats stems from product conflict.

• Also in advertising

Production aid • Sullivan, Stauffer, Colwell & Bayles last week previewed its new $150,000 tv studio-test kitchen facility for newsmen and agency executives. The facility is to be used primarily for the testing and preparation of commercials, live and film, which later are produced at an outside studio. The kitchen is essential in SSC&B's operation because many of the agency's clients are food advertisers.

Tv debut • First use of the Marconi (English) camera for a tv commercial was made by Mutual of Omaha on ABC-TV's *Keep Talking* show Nov. 17. (The Marconi camera was first demonstrated in this country late in September [BROADCASTING, Oct. 5].) Videotape Productions of New York, which produced the commercial, set up this special shot showing (on left) the scene as taken with a conventional tv camera and (on right) the same scene reproduced by the Marconi camera. The pictures were taken simultaneously and photographed on the same monitor, using a split-screen technique. Agency for Mutual of Omaha is Bozell & Jacobs. The announcer is Terry O'Sullivan.

AB-PT STOCKHOLDERS MEET

Approve stock option incentive plan

About 100 stockholders in American Broadcasting-Paramount Theatres turned up at a special meeting last week in New York to approve a stock option incentive plan and hear President Leonard Goldenson forecast a substantial increase in fourth-quarter earnings, with special credit to the ABC Div.

Of 3,316,209 common shares represented, 3,123,238 were voted in favor of a plan making available options to buy 350,000 shares of common stock to key employes designated by the board. Of the 350,000, an option on 50,000 shares goes to Mr. Goldenson and lesser amounts to other officers and directors, none eligible for more than 25,000. Options already granted are exercisable at $24.94 per share or 95% of the closing price of $26.25 on the New York Stock Exchange on Sept. 21, the date the board met to draft the incentive plan. Future grants will be eective at 95% of market price on the date of grant.

Mr. Goldenson, addressing shareholders, told them that ABC-TV has committed more than $70 million to programming this year and that gross time billings will be up 29% for 1959, which he claimed as the largest percentage increase of the three networks.

He listed competitive rating gains and said ABC-TV this year has commercial programming in 41 of the 42 prime evening half-hours. Last year the figure was 35 of the 42 half-hours. In the current quarter, ABC-TV lists some 90 advertisers, compared with 60 last year.

AB-PT Divisions • Other areas of the AB-PT operation touched on in the president's report: International tv—"should become a reality in the next five or ten years . . . and should serve as an important stimulus for the economic health of the television industry"; owned stations—"continued improvement" in tv and "substantial improvement" in radio; the radio network—"the deficit has been reduced this year through rearrangement of operations"; theatres—AB-PT expects gains commensurate with the motion picture industry generally but is continuing to dispose of uneconomical theatre properties, trimming the present 500 theatre total and collecting capital gains income; Am-Par records — "already ranks approximately as the sixth largest company in this highly competive, expanding field"; ABC films—"its potential appears best in the expanding foreign field."

He also covered interests in electronics companies and amusement centers, including Disneyland Park, and the purchase, subject to FCC approval, of Prairie Farmer Pub. Co. which owns one-half of WLS Chicago (AB-PT already owns the other half) in addition to its weekly properties (BROADCASTING, Nov. 23).

About Washington tv investigations, Mr. Goldenson told stockholders, "your management is taking whatever steps are necessary to protect the integrity of our programming and it is our feeling that self-discipline on the part of the broadcasting industry, rather that government regulation, would provide the most desirable approach to the problems recently highlighted."

Others granted stock options beside Mr. Goldenson: Edward L. Hyman, vice president, 2,500 shares; Sidney Markley, vice president, 2,500; James G. Riddell, ABC Western Division vice president, 3,000; Simon B. Siegel, AB-PT and ABC financial vice president and treasurer, 15,000; Oliver Treyz, president of ABC-TV, 15,000; Thomas W. Moore, vice president for tv network programming and talent, 8,000; William P. Mullen, ABC vice president, 5,000 and Frank L. Marx, engineering vice president, 5,000. The option list numbers 53 employes in all.

AID TO ETV

Broadcasters push etv to tune of $8 million

WLWT (TV) Cincinnati on Nov. 15 turned over modern studios and offices valued at $500,000 to WCET (TV) Cincinnati, educational station on ch. 48. Robert E. Dunville, president of Crosley Broadcasting Corp., made the presentation, according to spokesmen at the National Educational Tv & Radio Center in New York. WLWT is moving to new quarters.

Total assistance to educational tv stations from commercial outlets has been estimated at $8 million, according to the center, which said financial help and advice from commercial operators has helped the center's network of 43 stations to become the nation's fourth tv network.

WLWT has aided WCET since it went on the air in 1954 by providing equipment, use of its tower and space for WCET's transmitter, the center said.

Noting help to other educational tv outlets by commercial broadcasters, the center cited these gifts: $115,000 worth of transmitter gear and a $75,000 tower from NBC, which once operated a uhf outlet in Buffalo, to educational WNED-TV there; more than $150,000 given by Storer Broadcasting Co. to several educational tv stations; KING-TV Seattle's gift of $125,000 in equipment to KCTS (TV), educational outlet there; KWTV (TV) Oklahoma City's gift of more than $200,000 in land and equipment to educational KETA-TV there; assistance by KOLN-TV Lincoln, Neb., to educational KUON-TV there by making studios and equipment available.

The center said statistics show the average educational tv station's equipment comes from these sources: 37% from local contributors, such as individuals, business and industry and commercial braodcasters or local foundations; 35% from state tax funds; 12% from boards of education, private colleges and universities; and 16% from the Fund for Adult Education.

WHO'S ON FIRST?

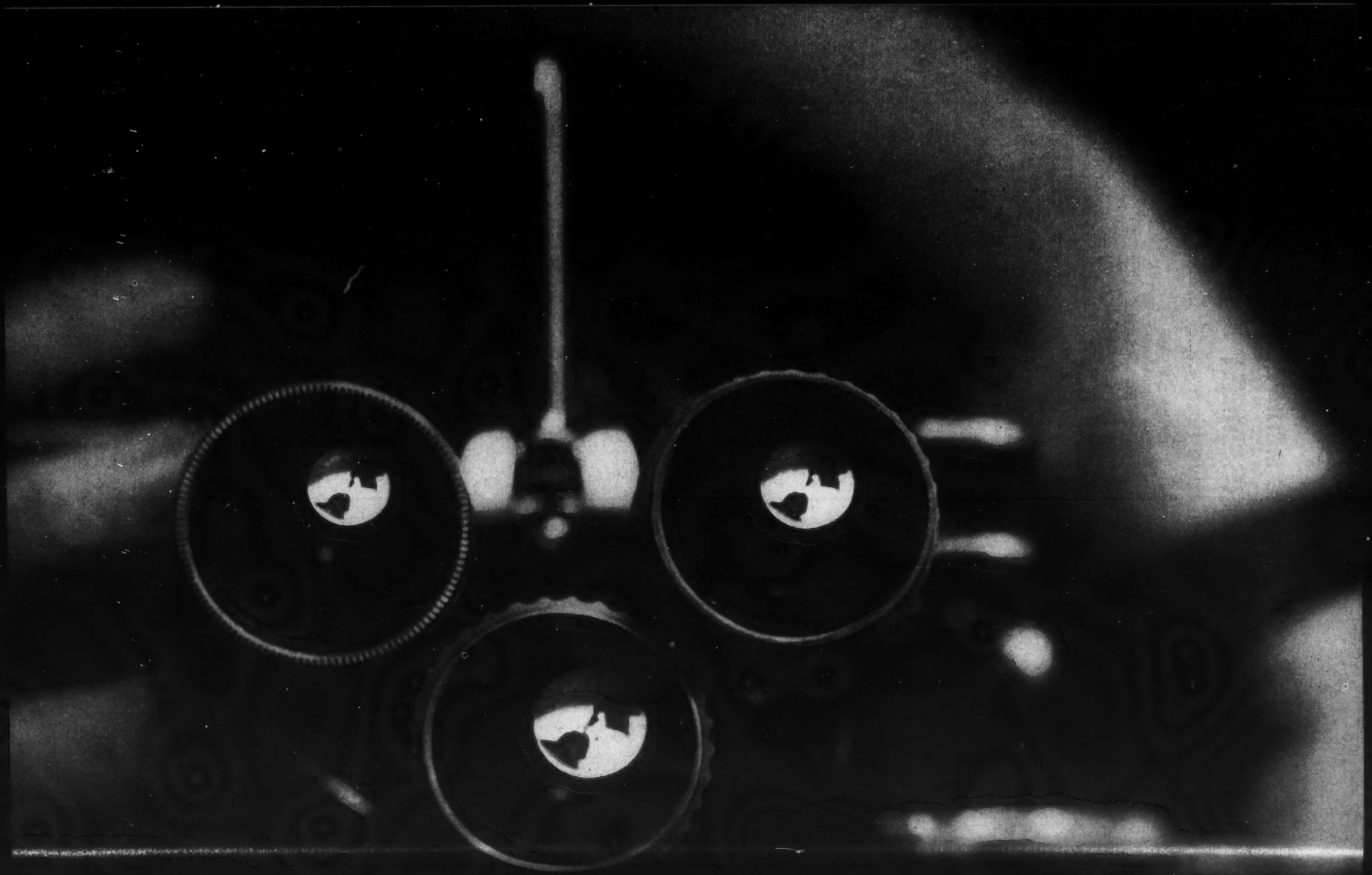
L. A. network outlet takes local baseball

Can a radio station broadcast all games of a major league baseball team, home and away, day and night, and still retain its NBC affiliation?

That's a question some observers were asking last week, following the announcement that in 1960 KFI Los Angeles will broadcast the full schedule of the world's baseball champion Dodgers and also act as key station of the Dodger Baseball Network. The network includes about a dozen stations in Southern California and Nevada, with Phoenix, which has lost its Pacific Coast League franchise, expected to be added in 1960.

As of last weekend, neither KFI nor NBC was expressing any view on the inevitable conflict.

Announcement that KFI would replace KMPC as Los Angeles key baseball network was made jointly by the co-sponsors of the Dodgers 1960 game broadcasts, American Tobacco Co. (Roi-Tan cigars, Tareyton cigarettes) and Union Oil Co. (BROADCASTING, Oct. 26). Pregame and postgame shows will be sponsored by Blatz Brewing Co. and International Harvester Co. Young and Rubicam, Los Angeles agency for Union Oil and International Harvester; Lawrence C. Gumbinner Advertising Agency, New York, agency for American Tobacco, and Kenyon and Eckhardt, Chicago, Blatz



ON THE BALL!

From any angle, NEWSFILM is the number one television news-gathering service in the world today.

World-wide! NEWSFILM is seen by more people than any other television news. In 81 United States markets (including all 10 of the top 10). Also in Canada, Mexico, Puerto Rico, Honduras, Venezuela, Costa Rica, El Salvador, Colombia and Peru. Overseas, NEWSFILM subscribers are in Great Britain, Switzerland, Luxembourg, Spain, Sweden, Finland, Poland, Western Nigeria, Japan and Australia.

World-wise! NEWSFILM boasts the most experienced television news force on earth, and the largest. Trained by famed CBS News, its more than 500 cameramen and reporters, stationed around the globe, gather 12 minutes of headline-fresh world news a day... available to all stations, regardless of their affiliation. Best of all, NEWSFILM delivers the news every day, with no weekend hiatus.

Circulation, coverage, service... no matter how you look at it, NEWSFILM is the best news for you.

CBS FILMS

agency, reportedly made the switch to secure maximum coverage for the broadcasts. KFI is on 640 kc with 50 kw day and night; KMPC is on 710 kc, with 50 kw day and 10 kw night.

Y&R's influence with the Dodgers, (the agency helped secure the Dodgers' Los Angeles home by producing the referendum telecast credited with changing the vote on the deed of Chevez Ravine by the city to the Dodgers from "no" to "yes") (BROADCASTING, June 9, 1958), regained for Y&R a portion of the broadcast advertising budget of Union Oil along with the company's print advertising. Y&R had handled the complete Union Oil account but lost the radio-tv part to Erwin Wasey, Ruthrauff and Ryan, late in the fall of 1958 after an unfortunate experience with a weekly tv sports series on the Pacific Coast.

Tv Too • The sponsors of the radio broadcasts will also sponsor Los Angeles telecasts of some out-of-town games of the Dodgers. Games played in San Francisco against their traditional rivals, the Giants, will be telecast and perhaps some others. In the last two years, KTTV (TV) Los Angeles has carried the Giant-Dodgers telecasts on a public service basis, with the Dodgers receiving no payment for the telecasts and the sponsors paying KTTV only its out-of-pocket expenses, chiefly the cost of lines and the expense of sending a camera crew to San Francisco.

Concern over the conflict between KFI's baseball broadcasts and its NBC affiliation is sharpened by the statement of Matthew J. Culligan, NBC Radio executive vice president, at the recent meeting of the radio network's affiliates (BROADCASTING, Nov. 16). Outlining the new format of 17 five-minute newscasts, on the hour each day, plus emphasis background reports and the weekend *Monitor* service and *News of the World*, Mr. Culligan stated that 100% clearance is necessary and any station unable or unwilling to give it would have to drop out of NBC.

KFI has been an NBC affiliate for about 30 years, from the time that NBC first pushed its network lines to the West Coast.

Print media claim high-income audience

The Bureau of Advertising of the American Newspaper Publishers Assn. is persuaded that print media have their greatest impact on high income-high education consumers, while broadcast media start at low levels with diminishing effect on higher levels. Three studies are offered to support this conclusion.

A study by the U.S. Dept. of Agriculture was cited. It was described as finding that newspapers are "the most effective medium to reach women food shoppers . . . are strongest in the middle and upper income groups" and "television and rado influence is shown to be concentrated among the lower income groups."

This statement was used as a pro-newspaper promotion despite the fact the Dept. of Agriculture recanted statements implying newspapers top radio and tv as media for food marketing information. The department formally apologized for statements in its *Agricultural Marketing*, explaining that selected material from a much-qualified study designed for internal guidance "was condensed and incorporated into the marketing magazine article in a somewhat different context and without the qualifications in the original study" (BROADCASTING, Nov. 9). The department added, "Unfortunately, also, these materials have been further condensed in comments in certain of the mass media."

The bureau also cites published articles by Cornelius Du Bois, research director of Foote, Cone & Belding, New York, indicating that "64% of the more print oriented people have incomes over $5,000" compared with 26% of more broadcast oriented people. Also cited is a study along these lines by the Richmond, (Va.) Newspapers.

Hurleigh urges one rating system

MBS President Robert F. Hurleigh last week advocated a "single, understandable, workable" broadcast rating system akin to newspaper publishers' Audit Bureau of Circulations measurements.

Emphasizing that he favors "full and complete" ratings as a working yardstick, Mr. Hurleigh recalled to a combined meeting of the Chicago and Milwaukee Sales Marketing Executives Club Nov. 23 that the Audit Bureau of Circulations stemmed from "the hue and cry about circulation totals" in the print media.

Like the publishers, he said, he prefers a rating service "that provides a solid, fundamental basis for analysis and comparison—a service that cannot be swayed or influenced by the persons paying the freight." Such a system, he suggested, would mean a "good cross-section" of viewer-listener reactions.

Utilization of the rating "as a crutch" by Madison Ave. has too often nullified creativity the past few years, he suggested, now has been compounded to the point where the rating "has been perpetrated by hoax, by riggings and by deliberate misrepresentations of the actual facts." Mr. Hurleigh previously

"Thank you, no!"

During the course *of a year Blackburn & Company negotiates for the purchase or sale of many hundreds of broadcast properties. To insure a quality transaction, all properties are thoroughly investigated. In a very few instances, we must turn down stations that do not meet our standards. Another reason why every negotiation through Blackburn & Company is a quality transaction.*

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William B. Ryan
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Chicago, Illinois
Financial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
Healey Building
JAckson 5-1576

WEST COAST
Colin M. Selph
Calif. Bank Bldg.
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WHY TELEVISION TAPE ENGINEERS AND PRODUCTION MEN CHOOSE THE AMPEX CONSOLE

7 WAYS BETTER...

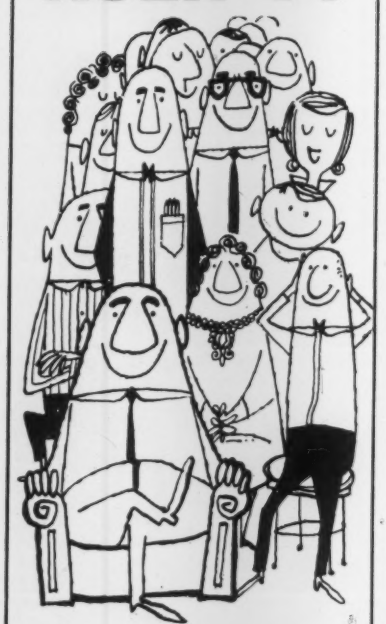
Console design is the hottest talking point among the men who do the actual day-to-day production work on TV tape. Seven hands are better than two, and they know it. And they know that Ampex console design gives them those extra hands with a speed and efficiency in production unmatched by rack or any other design . . .

- *One operator has complete control over all recording and playback functions while standing in one position.*
- *All pushbutton controls are within fingertip reach.*
- *Monitoring is at eye level.*
- *Waist-high tape transport makes changing reels quick and easy.*
- *Splicing is a 30 second operation, right on the recorder.*
- *Desk-top convenience provides space for cue sheets and extra reels — no extra table required.*
- *And it's safe — you can't bump into turning reels.*

There are already more than 410 Ampex Videotape* Television Recorders in operation throughout the world — in all major networks, in stations and production companies.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.

YOU KCAN'T KCOVER TEXAS without KCEN-TV



NO DUPLICATION! our Central Texas viewers are our own (not shared with overlapping programming) and they're more of 'em!

NBC CHANNEL KCEN-TV TEMPLE · WACO

BLAIR TELEVISION ASSOCIATES
National Representatives

charged the value of ratings has been undermined by rigging and misrepresentations and he had predicted that the forthcoming Senate hearing would bring out the allegations (BROADCASTING, Nov. 23).

Discussing samplings, Mr. Hurleigh as an example questioned how a station in any fair sized market could claim it controls 45% of the audience with "formulas" with the support of ratings figures. Actually, he said, the station is merely saying that its city's taste runs to this type programming, disregarding aesthetic, ethnic and cultural factors.

Mr. Hurleigh defended Madison Ave. executives against the "hoax of the gray flannel suit," noting most are well-grounded, hard-working and conscientious practitioners. He commented, "Hoop-la and stunts can bring ratings and have made certain formula stations look impressive to timebuyers—who spend thousands of dollars trying to sell $3,500 automobiles to teenagers. But these hoop-las and rigged ratings are now catching up to the people who perpetrate them . . ."

WJR's Kramer offers improvement plan

Radio's "product" has deteriorated badly in recent years, according to Worth Kramer, executive vice president-general manager of WJR Detroit. In a November 20, address to the Tennessee Assn. of Broadcasters, Mr. Kramer offered a seven-point program designed to improve service as well as the public's image. The points follow:

1—Study your community and/or your area in the new light of advanced audience needs and desires.

2—Discard some programs and replace them with features that will serve as many varied interests as possible, reaching the total market.

3—Throw away rating books, or use them only as management guides.

4—Examine your rate structure; establish rates on the basis of true value to the advertiser; then stick to published rates.

5—Screen advertising carefully; let it be the communication of truth.

6—Put yourself and staff effectively into community affairs.

7—Give your advertisers full value —"a fair shake instead of the big squeeze."

Gen. Sarnoff on etv

Brig. Gen. Sarnoff, the man who organized radio networking with NBC in 1926, took a look forward to formation of nationwide educational network on which a single teacher could instruct a class of 100,000. The chairman of RCA spoke on modern education at the annual dinner of the Rockhurst College Honorary Directors Assn. Nov. 19 in Kansas City, where he received the Rockhurst Chancellor award for "outstanding service to humanity."

Basis for the nationwide educational tv network, Gen. Sarnoff said, exists in the present 43-station non-commercial system. The RCA chairman suggested building on present facilities with a tri-fold plan: Take full advantage of technical advances, reduce per-pupil costs while compensating teachers fairly and improving quality of education; give humanities a place beside sciences in the curricula, to deepen men's spiritual insights.

No date jinx here

After six years as uhf, WVEC-TV Norfolk switched over to vhf ch. 13 on Friday, Nov. 13. They're enthusiastic about it. A special ARB rating ordered for first night showed average rating of 26.1 for 7:30-11 p.m. period, station reports. Last comparable rating, for Friday night in April this year (station hadn't bothered with ratings in between), showed that only one half-hour segment had a large enough rating to show up in the book, and that was 3.9.

TVB BUDGET SET
Elects new chairman; hears Clipp on code

Television Bureau of Advertising's board of directors has approved a budget of $1,050,000 for calendar 1960 operations, calling for a 30% boost in research monies alone.

The action was taken at a board session closing TvB's fifth annual convention in Chicago Nov. 18-20. The board also provided for installation of video tape recording-playback facilities in its New York headquarters as a sales tool for advertisers and prospective clients.

The business meeting capped a final day of activities during which TvB elected a new chairman, Otto P. Brandt, KING-TV Seattle; six directors, plus a three-man group to look further into tv film packager and distributor membership (see FATES & FORTUNES, page 74), and heard talks by Roger W. Clipp, WFIL-TV Philadelphia and Norman E. Cash, TvB president.

NAB Tv Code • In his speech Mr. Clipp, TvB board chairman, favored expansion of NAB's television code board operations, with more encompassing standards covering both commercials and programs, looking toward imme-

diate self-regulation. The code seal would be extended to "network, national spot and local" commercials, either live or film, and programs.

Mr. Clipp, a former member of the code board, noted three courses of action—ignore public criticism, rush "blindly into a series of hastily contrived actions" or "welcome the exposure of unsound broadcasting practices and correct them." He felt self-regulation is indicative because the tv industry "wants it, advertisers are anxious for it, and government spokesmen have indicated they would like to see it happen." The framework lies in the NAB tv code, he pointed out, recommending that all other national broadcast trade organizations be "streamlined" to provide the necessary funds.

The future of tv depends on the "proper functioning of a greatly expanded code," Mr. Clipp asserted, suggesting previewing of commercials from the story-board stage. Commercials or programs not meeting these standards should not receive the seal of approval, he said. Monitoring of commercials "can be done" and is "practical," Mr. Clipp claimed, in favoring expansion of the NAB tv code board staff, facilities and authority. Shared-screen techniques and superimposition make possible the display of the seal even in eight-second announcements, while syndicated film or network programs (film or live) might apply for code sanction and the seal, Mr. Clipp said. In any event, though the NAB board has "done a good job" under severe limitations, "a more complete set of standards must be drafted."

Tight Ad Rein • Earlier, Norman E. Cash, TvB president, cited tv's goal to reach higher business peaks that will mean raising its standards higher "of its own free choice." The industry must "keep a tight rein on advertising to make certain that products are as advertised" and offer diversified programs "to satisfy the widest possible demands of its viewers."

Mr. Cash recommended tv set high standards for society and not merely "mirror" present conditions, observing tv is "a prime force for education and enlightenment as well as entertainment. We have the power in our antennae to improve the society we live in, to insure the continued success and improvement in our democratic way of life."

With all of tv's assets in terms of increasing tv expenditures, Mr. Cash suggested, the liability side necessarily includes the quiz tv scandal. He suggested a paradox between tv as a successful product, and yet one that is tainted.

He felt "it is good business for all of us to promote and sell this concept of better tv viewing . . ."

"Because the actions of a few now

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 402,670 homes, 1.5 million people with a $2.5 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED

Top programming . . . . Top facilities . . . .
Top personalities . . . . make the difference.

The greatest salesmen in Central New York sparkling in news, good music, sports, top entertainment, public service.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

*All figures NCS No. 2, weekly coverage

NBC in Central New York

WSYR

5 KW • SYRACUSE, N. Y. • 570 KC

seriously threaten our image, tv as the greatest force extant for reaching our population, must under these circumstances, assume full leadership to put in focus our accomplishments and our plans for the future," Mr. Cash asserted.

• Media reports

KOBY, MBS part • KOBY San Francisco has relinquished its affiliation with Mutual. The station became an MBS affiliate last August upon tentative agreement of sale of KOBY. With the sale fallen through, (BROADCASTING, Nov. 23) KOBY returns to full independent operation.

KCOP (TV) moves • KCOP (TV) Los Angeles has moved its offices to 915 N. La Brea Ave., new telephone number is Oldfield 6-6050. Station's studios will remain at present location, 1000 N. Cahuenga Blvd. until early next year, when they will also move to the La Brea address.

Aids Greek orphans • WPAT Paterson, N.J., turns over all commercial time to the benefit of charities on four holidays a year. On Thanksgiving WPAT set aside all advertising to make appeals to aid the "Fund for an American Pavilion at Matera." Matera is a baby center in Athens where more than 600 Greek orphans have been cared for since its establishment in 1955. Several other countries have contributed funds to build pavilions, or cottages, to house the children, but little has been done in the U.S. to publicize the Matera cause, according to WPAT.

Adds Athens • NBC News has opened a bureau in Athens, Greece. The bureau will be staffed by the husband-and-wife team of cameraman Louis Hepp and correspondent Phyllis Hepp, who have served as a free-lance team for NBC News.

Welcomed to the fold • James F. McDonough, general manager of WROD Daytona Beach, Fla. (l.) smiles happily over an affiliation agreement reached with the Mutual Broadcasting System. The station is owned by Frank J. Russell and the Mining Journal interests. Seated (r.) is Robert F. Hurleigh, MBS president in whose office the agreement was reached Nov. 23. Standing is Charles Godwin, MBS vice president.

Lawyers move • Washington law firm of Koteen & Burt has moved from Wyatt Bldg. to 1000 Vermont Ave., N.W. Telephone remains same: Republic 7-5566. Firm comprises Bernard Koteen and William C. Burt and following associates: Alan Y. Naftalin, Robert M. Beckman and Robert S. Green.

Spadework • Ground was broken Nov. 16 for tower of KSOO-TV Sioux Falls, S.D., which is scheduled to begin broadcasting in June 1960. The new ch. 13 station will be an NBC-TV affiliate.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

NEW SUBSCRIPTION ORDER

Please start *my* subscription immediately for—

☐ 52 weekly issues of BROADCASTING $ 7.00
☐ 52 weekly issues and Yearbook Number 11.00
☐ Payment attached ☐ Please Bill

name *title/position*

company name

address

city *zone* *state*

Send to home address — —

* Occupation Required

Storer dividend • Storer Broadcasting Co., has declared a quarterly dividend of 45 cents a share on its common stock payable Dec. 15 to stockholders of record Nov. 27. The company also declared a quarterly dividend of six cents a share on Class B common stock.

• Rep. appointments

• KEFM (FM) Oklahoma City, Okla.: Good Music Broadcasters Inc., N.Y.

• KELP-TV El Paso, Tex.: Clyde Melville Co., Dallas, for southwest.

• KXLR Little Rock, Ark.: Robert E. Eastman & Co., N.Y.

• WFMB (FM) Nashville, Tenn.: Good Music Broadcasters Inc., N.Y.

• WTTV (TV) Bloomington and WFAM-TV Lafayette, both Indiana: Young Television Corp., N.Y.

• WKIX Raleigh-Durham, N.C.: Young Television Corp., N.Y., effective Nov. 9.

• KTVR (TV) Denver: Young Television Corp.

• KGBT-TV Harlingen, Tex.: Venard, Rintoul & McConnell Inc., N.Y.

• WSWM East Lansing, Mich.: Good Music Broadcasters Inc., N.Y.

• CKAC Montreal, Quebec: Devney Inc., N.Y., effective Dec. 1.

• KVNI Coeur D'Alene, Idaho: B-N-B Time Sales Inc. for Los Angeles and San Francisco.

• KIKK Bakersfield, Calif.: John E. Pearson, N.Y.

• CFNB Fredericton, N.B.: Paul Mulvihill & Co. Ltd., effective Dec. 1.

• CKGM Montreal, Que., has named Forjoe & Co., N.Y., as U.S. representative.

• WHHM Memphis, Tenn., and WDOT Burlington, Vt.: Richard O'Connell Inc., N.Y.

WBAI (FM) given away

A commercial fm station in New York City has been given away and will become a non-commercial operation. WBAI (FM) New York has been given by Louis Schweitzer to Pacifica Foundation, a west coast non-profit organization which owns and operates KPFA(FM) San Francisco and KPFK (FM) Los Angeles. The stations are operated as non-commercial outlets, supported by listener subscriptions. WBAI, on 99.5 mc with 18 kw, will be operated on these same principles, the announcement last week stated.

another Presto precision recording tool to make your job easier.

new PRESTO recorder/reproducer converts instantly from ½" to ¼" tape!

The new Presto 850 is the only professional tape recorder that converts in seconds from ½" to ¼" tape, and vice versa—and it's from Presto, makers of more professional sound-recording equipment than any other manufacturer in the world. The new, flexible 850 ends the need to keep expensive equipment sitting around idle. Conversion from ½" to ¼" tape head assemblies requires only a screwdriver and a few seconds.

Based on the successful 800, the use-proved 850 provides such exclusive features as: an edit switch for one-hand runoff during editing and assembly of master tapes, eliminating messy tape overflow • a molded epoxy-resin drum brake system with double shoes to end brake-maintenance headaches • four-position plug-in head assemblies instantly interchangeable without realignment • three-track stereo master control (optional) for special recording effects • three Presto A908 amplifiers stacked on an easy-to-work-at console, in portable cases or for rack.

The 850 delivers a high production editing rate at significantly lower operating costs. Separate switches provide correct tension even when reel sizes are mixed. Pop-up playback head shield for right-hand head disappears in STOP and FAST, completely exposing all heads for easy sweep loading and fast, sure editing. Safe tape handling at top speed is assured. Interlocks prevent accidental use of RECORD circuit.

To get complete specifications on the new 850, which is available in console, portable and rack-mounting models, mail this coupon today.

BOGEN-PRESTO, Dept. B-219 Paramus, N. J.
A Division of The Siegler Corporation.

Name_____

Address_____

City_____ Zone____ State_____

PRESTO

DESILU INCOME JUMPS 30%

Profits up seven fold in third quarter

Desilu Productions for the 26 weeks ended Oct. 31 had gross income of $10,717,953, up 30% from the same period of the previous year, and a net of $507,108, nearly seven times the net of $75,234 for the 24 weeks ended Oct. 18, 1958. Earnings per share were 44 cents, double that for the entire last fiscal year.

In reporting the above statistics, Desilu President Desi Arnaz told stockholders that since its last interim report Desilu has added two new shows, *Pony Express* and certain segments of the *Red Skelton Show*, to those filmed by Desilu; one program, *Miami Undercover*, to series for which facilities are rented by Desilu, and has made interim commitments for a number of pilots for next season. Mr. Arnaz also reported completion of a $150,000 expansion program on the Culver City studio back lot for exterior production use.

The increased gross and net income, he concluded, "coupled with an increase in net working capital to approximately $1,500,000 as of Oct. 31, have placed Desilu in an excellent economic position."

With the report, stockholders received dividend checks of 15 cents a share. No dividends were declared on class B common, all of which is held by Mr. Arnaz and Mrs. Arnaz (Lucille Ball).

ASCAP to license Washington stations

A court order under which ASCAP agrees to license Washington state stations to use its music was signed by Judge Sylvester Ryan in U.S. District Court in New York Nov. 20.

The Washington situation called for special treatment because of a state law which ASCAP claimed made it impossible to do business there (BROADCASTING, March 9). The alternative, it was understood, would have involved the stations negotiating separately for rights to perform each piece of music they wished to use.

The court order, entered under ASCAP's 1950 consent decree amendment, provides for the society's licensing Washington stations under the old rates, subject to modification to conform to whatever new rates are established in current negotiations between ASCAP and the all-industry radio music license committee. It was entered on petition of KBKW Aberdeen, Wash., and other stations.

Among other things the order holds that the Washington stations are not subject to suit by ASCAP under prior licenses, and that this arrangement does not violate the consent decree requirement that ASCAP issue licenses on the same terms to all applicants similarly situated.

Meanwhile, negotiators for the all-industry committee, headed by Robert T. Mason of WMRN Marion, Ohio, and for ASCAP are slated to appear before Judge Ryan Dec. 4 for further deliberations on industry-wide terms for radio license rates. They are reported near agreement (BROADCASTING, Nov. 9) on schedules expected to mean a saving of about $800,000 a year in radio station payments for ASCAP music.

Tv program exporters plan first meeting

An organizational meeting of the proposed new American Television Program Exporters Inc. (BROADCASTING, Nov. 16, Oct. 5) will be held Dec. 1 at 2:30 p.m. in New York.

The meeting will be open to all companies engaged in exporting film or tape television programs. Its purpose will be to determine how many wish to join the new group, being set up to promote foreign sale of U.S. tv programs. It will be held in the board room of Bankers Trust Co., 48th St. and Madison Ave.

Merle S. Jones, president of the CBS-TV Stations Div. and one of the leaders in the organizational drive, will preside at the session. Proposed charter, by-laws and budget were circulated to interested companies a few weeks ago. The plans were drafted by William H. Fineshriber Jr., former international vice president of Screen Gems, now a consultant, and attorney George Muchnic on retainer from a committee of program distributors headed by Mr. Jones.

NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 78.5% SHARE OF AUDIENCE

According to April 1959 ARB we average 78.5% share of audience from Sign On to Sign Off 7 days a week. During 361 weekly quarter hours it runs 80% to 100%, and for 278 weekly quarter hours 92% to 100%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: "The 29,000 barrel-per-day refinery of the Lion Oil Division, Monsanto Chemical Company at El Dorado, Arkansas, where more than 90 petroleum products are made."

CBS-TV establishes television workshop

CBS-TV is establishing a new workshop for professional writers, performers and directors in New York this month, embracing a seminar program to develop new talent in these areas and a weekly Sunday dramatic programs series on which some of the developed artists may be exposed.

Oscar Katz, CBS-TV vice president for network programs, said the seminar phase will begin today (Nov. 30) when the first in a series of such meetings will be held at the CBS television network production center in New York. Ten young writers and ten promising directors will be invited to attend the seminars. Performers will join them at a later date.

The second phase of the project, called the "Columbia Television Workshop," will begin on Jan. 24, 1960 when the first in a series of dramatic shows will be presented from noon-12:55 p.m. Although most of the teleplays will be written and directed by established professionals, it is the network's hope that some of the "seminar" talent will be provided with an opportunity to participate in the creation and presentation of the Sunday dramas.

The workshop will be administered by Michael Dann, vice president in charge of tv network programs, New York, and will be under the day-to-day supervision of producer Albert McCleery. Mr. McCleery also will produce the Sunday series.

Writers and directors interested in joining the workshop should send a resume of their background and experience to the McCleery Unit, Room 500, CBS-TV Network Production Center, 524 W. 57th St., New York 19. Performers should send a photograph and resume to Robert Dale Martine, director of talent and casting for CBS-TV, at the same address.

SAG reports residual payments up 40.6%

Screen Actors Guild distributed a record $4,568,375 in residual payments on tv programs during the year ended Oct. 31. This was an increase of 40.6% over the $2,711,134 disbursed in the previous fiscal year, George Chandler, SAG treasurer, reported Nov. 16 at the Guild's annual membership meet. Since December 1953, when residual payments began, payments on tv entertainment programs have reached a total of $12,070,128, Mr. Chandler reported. In distributing this amount, SAG has processed 181,069 individual checks, 67,105 in the past year. Paid up SAG

WCSH-TV 6

"Portland's NBC Station with the far-reaching effect."

SIX DOES ADMIRABLE JOB IN PORTLAND AREA

Rating-wise? Sure, if anyone has a right to talk ratings, we do. But there's more to television than ratings — particularly in Portland. Six serves — it backs up its NBC programing . . . not just with movies, but with news and sports and weather — talent shows and the best in syndication — programs for adults, teenagers and toddlers.

It's the kind of television that gives viewers and advertisers that "this is our station" feeling.

Your Weed TV man will tell you more.

Remember, a matching spot schedule on Channel 2 in Bangor saves an extra 5%.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV Portland (6)
WLBZ-TV Bangor (2)
WCSH Radio—Portland
WLBZ Radio—Bangor
WRDO Radio—Augusta

Only with RCA can you get the

Now you get the best when you "TAPE IT RCA"

ALL ELECTRONIC RCA FEATURES

1. Centralized control panel including metering of audio, video, control track and master erase heads
2. Better than 36 db video signal-to-noise at wide bandwidth video
3. Quadrature delay lines, record and playback
4. Built-in picture monitor and oscilloscope with push-button selection of signals
5. Continuously variable winding speed
6. Foot-switch on reel brakes for easy tape threading
7. Air lubricated tape guides

Don't settle for less than the best. See your RCA Representative, or write to RCA, Dept. YE-22, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Limited, Montreal.

RCA

Trade(s) ®

ANOTHER WA
RCA SERVE
BROADCASTER
THROUG
ELECTRONIC

Electronic Quadrature

Best Picture in Seconds!

—PLAY ANY TAPES AS THOUGH MADE ON AN ADVANCED RCA TV TAPE RECORDER!

Electronic quadrature adjustment, as offered by the RCA TV Tape Recorder, assures the best picture alignment *in seconds*, even in playing back tapes made on recorders without the advantages of RCA precision circuitry.

Two sets of four precisely adjusted electrical delay lines are provided, one set of which is used during the record operation, the other during playback. Once set, the *record* delay lines need not be changed until a new headwheel panel is installed in the machine.

The *playback* delay lines may be used at any time a tape exhibits quadrature errors in playback. The appropriate tap switches are adjusted until horizontal displacement is corrected. All correction is accomplished quickly, during operation of the machine. And adjustment for record error can be made within a very few seconds after playback starts.

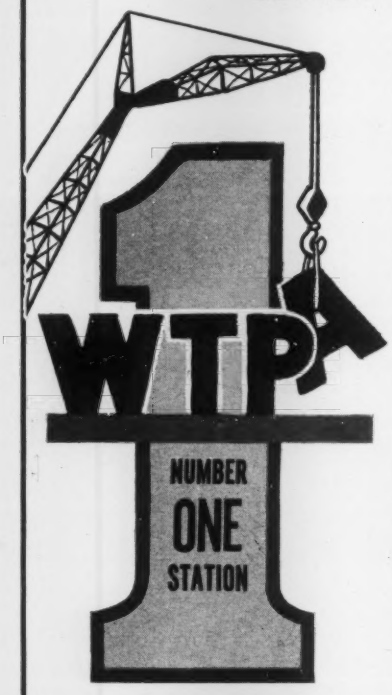
A tape recording can be made on an RCA machine with much more accuracy than with a machine that is adjusted mechanically. That's why we say, "For the picture of pictures, tape it RCA and play it back on an RCA TV Tape Recorder."

8. Space-saving rack mounted design
9. Four channel video equalizer
10. FM deviation meter
11. Coarse and fine adjustment of control track phase with full 4-track range
12. Simultaneous playback of program audio and control track during record
13. Playback tape speed control for synchronization of two or more machines
14. Tape footage indicator
15. Complete cue channel facilities
16. Calibrated control for measuring remaining video head life
17. Automatic control of shoe positioning for protection against skewing in pictures
18. Balanced shoe adjustment for protection against scallops in picture
19. Provisions for accurate tape splicing
20. Master erase head
21. Precision reel hubs for long bearing life

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT • CAMDEN, N. J.

RIGHT DOWN TO THE LAST LETTER



WTPA is Harrisburg's Number One station* and — because Harrisburg is the Heart of Central Pennsylvania, a rich and stable economy based on commerce, industry and government, WTPA's maximum coverage at sensible rates, is your best buy.

See Harrington, Righter and Parsons for all the facts, today!

* *ARB—Share of Audience Sun. thru Sat. 6-10 PM*
Nov. '58—31.0
Feb. '59—32.1
May '59—35.6

ONE MILLION WATTS
CHANNEL 27
WTPA TELEVISION
HARRISBURG, PA.

membership as of Oct. 31 was at an all time high of 13,043, he said.

John L. Dales, national executive secretary, revealed that a major aim of the Guild in its forthcoming contract negotiations with movie producers will be to secure a definite formula for payments to actors for the sale to tv of post-'48 theatrical pictures. Procuring a health, welfare and action plan is another major objective, he said. SAG will also demand the right to reopen its collective bargaining agreements to cover the use of motion pictures in pay tv, when that medium begins operations.

When SAG starts negotiations for new tv film contracts, before March 31, 1960 when present agreements expire, the chief demands are expected to be monetary, with SAG asking for both higher minimums and higher residual fees.

• Program notes

Jurisdiction • American Federation of Musicians announced last week that NLRB had notified it that elections to be held at recording companies to determine whether AFM or Musicians Guild of America shall be bargaining agent, will not cover Capitol Records, RCA-Victor and Pacific Enterprises because, according to AFM, MGA failed to show the required employe interest. AFM holds contracts with these companies.

Secret mail ballot elections will begin Dec. 4 and conclude Jan. 11 at the following record companies: Allied, Cavendish, Columbia, Colpix, Disney, Dot, Good Time Jazz, Imperial, MGM, Mercury, Roulette, 20th Century-Fox, United Artists, Verve and Warner Bros.

Loew's profits • Loew's Inc. for the year ended Aug. 31, 1959, turned in a $7,698,951 net profit after taxes, or $2.91 per share, contrasted to a net $1,195,862 loss or 45 cents a share in fiscal 1958. Gains came in tv, records and music activities and from its feature picture releases. Revenue peak for licensing pre-1949 motion pictures to tv (MGM library) is expected in 1961. There's about $31.2 million remaining to be earned in this area over the years ahead (as of contracts outstanding Aug. 31, 1959).

25 for the quarter • American Broadcasting-Paramount Theaters, N.Y., has declared a 25-cent quarterly dividend each on common and preferred stock, payable Dec. 15 to holders of record Nov. 20.

Series roundup • Broadcast Information Bureau, N.Y., today (Nov. 30) releases its 18th edition of the "Tv Film Source Book—Series, Serials and Packages." According to BIB there are 528 half-hour tv film series, with 24,261 half-hours in the can as the end of 1959 approaches. The 390-page book covers a total of 59,468 individual tv and theatrical films, including 1,085 shows that are on video tape.

SG-Telepix pact • Screen Gems (Canada) Ltd., Toronto, appointed to handle Canadian distribution of all tv film product of Telepix Movies Ltd., Toronto. The agreement provides that the two companies will continue to acquire new product on a joint basis for distribution in Canada by SG.

Live music programmer • A new company to create and produce live musical programs for television has been formed by Nick Vanoff and Herbert Sargent, formerly associate producer and writer respectively, for NBC-TV's *Steve Allen Show*. Temporary office is at 38 Perry St., N.Y. Telephone: Algonquin 5-8189.

Children's religious series • The National Lutheran Council's Dept. of Radio & Tv are producing a $247,000 tv series designed to "heighten the child's awareness of God." The series, consisting of 26 15-minute programs, will be ready next April. The council is at 50 Madison Ave., New York 10.

Movement • The Broadcasting and Film Commission, N.Y., a mass communications arm of the National Council of the Churches of Christ in the U.S., has established headquarters in the new Inter Church Center at 475 Riverside Dr., zone 27. Telephone: Riverside 9-2200.

Khrushchev host • KOLN-TV Lincoln, Neb., telecast a half-hour interview with Roswell (Bob) Garst, the farmer who showed Soviet Premier Nikita Khrushchev around his farm. The exclusive interview was Mr. Garst's first tv appearance since the Russian's visit.

New branch • Cinema-Vue Corp., N.Y., has opened a West Coast branch office at 11693 Laurelwood Drive, Studio City, Calif., under direction of Frank Smith, vice president and sales manager. The company is worldwide distributor of *Tom Puss* cartoon series produced by Martin Toonder Studios in Amsterdam.

Drama study • Study guides of two *Hallmark Hall of Fame* programs are being distributed to more than 160,000 teachers and administrative personnel via *Scholastic Teacher* magazine, according to Carl Byoir & Assoc., pr firm for Hallmark. For use in high school English and drama classes, the guides

cover the "Doll's House" (presented Nov. 15) and "The Tempest" (scheduled for Feb. 3). A similar guide to Hallmark's April 10, 1960, presentation of "Cradle Song" is being considered. Starting with the sponsor's Dec. 13 show, Hallmark will utilize NBC's program mailing list of 5,000 teachers to send out full-color "bulletin board" announcements of all coming *Hall of Fame* productions.

Allied Artists profits • A net profit (before federal income tax) of $652,600 for the first quarter of the present fiscal year is reported by Allied Artists Pictures Corp. and its wholly-owned subsidiaries. This compares with the net profit (before federal income tax) of $120,200 for the corresponding quarter in the previous year.

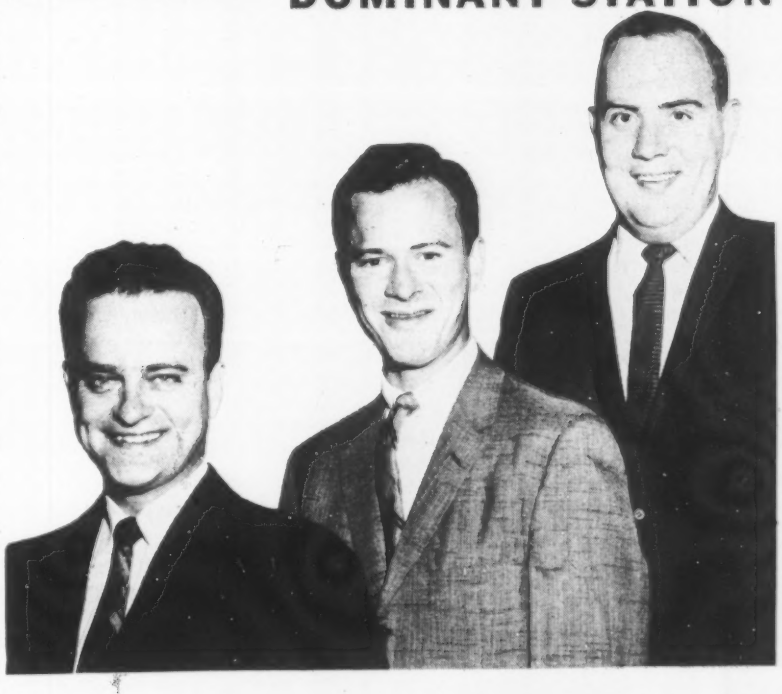
'Censorship' on etv • Educational-noncommercial WTTW (TV) Chicago started a four-week series on restrictions on freedom of expression Nov. 17 (10-10:15 p.m.). Dr. Donald Smithburg, professor of political-social science, Illinois Institute of Technology, is moderator. Programs include "Non-Legal Censorship," "Obscenity and Pornography," libel and the protection of the individual, sedition and what really constitutes overthrow of the government.

Revolution voices • Educational noncommercial WUOM (FM) Ann Arbor, Mich., in conjunction with the U. of Michigan William L. Clements Library has recorded "Voices of the American Revolution." The record consists of about two dozen voices reading excerpts from letters in the university library on campaigns of the revolution. Price: $4.

New magazine • A new monthly publication, *The Tv Author and Reviewer*, makes its appearance with the December 1959 issue. Published by Aurora Publications, Los Angeles, the first issue contains articles advising writers what to do and what not to do when writing for television and includes an author's market list. Purpose of the new magazine, as stated in a foreword, "will be to assist authors and producers in coordinating their efforts to create better programming on tv and to review those efforts."

Filmways reports • Filmways Inc., New York and California tv film producers, announced in its annual report to stockholders, a consolidated gross revenue of $4,448,650 up 18% over last year. Martin Ransohoff, corporation president, also stated that net income, after taxes, was $190,537 or 43 cents a share, slightly less than last year. Mr. Ransohoff said that the decrease was due primarily to non-recur-

WSBT-TV ...SOUTH BEND, INDIANA'S DOMINANT STATION



THREE STEPS to BETTER SALES

Consecutive programs conducted by these experienced WSBT-TV personalities have real sales impact on the South Bend market. At 10:00 P.M. daily, Roland Kelly reports the late news (average ARB rating 26.2%). He is followed at 10:10 by Mike May with "The Weather Tonight," and at 10:15 by Jim Wilson's Sports News. These programs rank consistently among the top 25 shows in the South Bend market. Availabilities are scarce, but are well worth waiting for.

In the South Bend market area, however, there's no delay or waiting . . . expansion is the order of the day. National and local chains are building shopping centers, department stores, supermarkets and luxury motels to accommodate the growth and booming sales in this 1.6 billion dollar market!

You cover the big South Bend market with its leading station, WSBT-TV. Top CBS programs and popular local shows give WSBT-TV nearly a 2 to 1 sign-on to sign-off dominance over all other stations combined! Get all the facts from your Raymer man or write this station.

WSBT-TV ONE OF CBS' HIGHEST-RATED STATIONS

South Bend, Indiana • Channel 22

Ask Paul H. Raymer Company • National Representative

ring expenses. Also announced was a 3% stock dividend to holders of record as of Oct. 21. Filmways has been operating under an agreement with Warner Brothers Pictures Inc., whereby its west coast facilities are exchanged for Filmways' east coast operations. Filmways has a California subsidiary: Filmways of California Inc. The company produces *21 Beacon Street* for NBC.

Tel Ra sports • Tel Ra Productions, Phila., is offering the following tv programs of this year's sports highlights: *Bowl Preview* (15 minutes); *Consensus All America* (closeups of 11 college football players); *College Football Highlights; Pro Football Highlights,* and *Sports Highlights of 1959*. Excepting *Bowl,* all are 30-minute shows. Stations that have already ordered: KSTP-TV St. Paul-Minneapolis; WBNS-TV Columbus, Ohio; WLAC-TV Nashville; WXEX-TV Richmond-Petersburg, Va., and WTRF-TV Wheeling, W.Va.

Peabody deadline • Closing date for entries to the 1959 George Foster Peabody Radio & Television Awards is Jan. 10. Entries may be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, U. of Georgia. Award categories: News (reporting, interpretation-commentary), entertainment (musical, non-musical), education, youth-children's programs, promotion of international understanding, public service and outstanding radio or tv writing.

Enters Peru • Fremantle International Inc., N.Y., reports its first film sales in Peru. Station Cia. Peruvana de Radiodifusion, S.A., in Lima purchased the Spanish-dubbed series *I'm the Law,* and *Hopalong Cassidy* plus the feature length movie "Hopalong Cassidy." The two series have also been sold in Venezuela to Zuriguel Associados, Fremantle said.

'Death Valley' Syndicated • Tv series, *Death Valley Days,* owned by U.S. Borax & Chemical Co., which has been its sole sponsor for more than six years, is being put into syndication by Crosby-Brown Productions through an agreement by U.S. Borax and its agency McCann-Erickson, which has handled placement of the program for this client. The contract gives Crosby-Brown the distribution rights to 52 episodes of the program, selected for syndication under the title *Pioneer Playhouse.* Syndication production, like that of the original program, is under the supervision of McCann-Erickson.

New talent office • Marge Kerr, formerly casting director of Young & Rubicam Inc., N.Y., has become president of People & Productions Inc., new casting and talent consultation office located at 750 Third Ave., N.Y. Telephone: Murray Hill 7-0440. Agency functions include casting in all phases of tv, film and radio, in addition to talent promotion, out-of-town advertising agency representation and sales promotion consultation in specialized fields.

New films distributor • Lopert Films Inc., N.Y., announced plans to distribute feature films directly to tv stations throughout the country. Packaged for immediate distribution are 60 films produced in the past three years. Robert B. Morin, formerly eastern sales manager for MGM-TV, has been appointed general manager for tv distribution of feature films, according to Ilya Lopert, president of the company.

Animated 'Nebbishes' • Gene Deitch Assoc. Inc., N.Y., has been named to represent Herb Gardner, creator of the "nebbishes," for tv animation. Mr. Gardner's characters also appear in syndicated color comics, greeting cards, ash trays, etc.

Tv producers make no minimum pay demand

Preliminary draft of a collective bargaining agreement, proposing a one-year contract, a guild security clause, a minimum residual schedule and other provisions, but making no minimum salary demand, was unanimously approved Nov. 21 by a general membership meeting of Television Producers Guild at the Beverly Hills Hotel, Beverly Hills, Calif. The proposed contract is virtually unique in omitting any minimum salary demands.

The contract will be presented to employers early in December, Ben Brady, TPG president, said. Its three chief objectives, he explained, are "to define the status of the tv producers, to establish a minimum residual schedule and to fix the matter of acceptable screen credits."

The agreement identifies a tv producer as "anyone employed by a producing company on a term contract or free lance basis who is responsible for and coordinates the essential elements necessary to present a television program," Mr. Brady stated. "It will include all producers, irrespective of title, provided they qualify by way of function performed and shall include executive producers, executive or corporate officers who are employed to produce a television program as well as producers who have an entrepreneurial interest."

When the contract is signed, all such producers will be required to hold TPG membership, Mr. Brady said. He noted that the guild does not intend to include executives "whose function it is to employ and disemploy producers."

Storz goes into pop record business

Storz Stations this month debuted as a record company, when the multiple station chain issued its first record on its own label, Storz Records. The record, which was purchased from Csida-Burton Inc. on a cost basis arrangement, features the voices of "Tweety and Sweety" in whistling arrangements of two Christmas songs.

According to a Storz representative, the record was issued on a one-shot basis to the five areas served by Storz stations — Minneapolis-St. Paul (WDGY); New Orleans (WTIX); Kansas City (WHB); Miami, Fla. (WQAM); and Oklahoma City (KOMA). Arrangements for local distribution have been made in all areas but Kansas City.

The Storz spokesman also said that the record was purchased because it was "an unusual novelty with great program potential. This is strictly a local situation," he said. He emphasized that no plans have yet been made for national distribution of the record and that the venture is merely "experimental."

Earlier, President Todd Storz had said that if the record is successful in the five station area, it would be made available to other cities.

EIA announces L.A. conference agenda

A broad-gauged educational public relations program to explain the intricacies of stereophonic sound to the consumer is under consideration by Electronic Industries Assn.

This became known last week when the program for EIA's Winter Conference Dec. 2-4 at Los Angeles' Statler Hilton Hotel listed a Consumer Products Division meeting to take up suggestions for this type of campaign. The recommendation was made by a recently organized Phonograph Section which held its first meeting in New York Nov. 18. L. M. Sandwick, Pilot Radio Corp., is chairman of the phonograph section.

Featured speaker at the EIA meeting will be Dr. William H. Pickering, director of Caltech's Jet Propulsion Lab. He will talk to EIA members at the Dec. 3 membership luncheon on the role of electronics in the civilian and military space programs.

Other reports and discussions will cover the Walsh-Healey minimum wage proceedings and EIA's efforts to counteract the importation of Japanese electronic products.

The EIA board of directors is scheduled to meet Friday, Dec. 4.

• Technical topics

Ampex stock split • A three-for-one stock split has been approved by the board of Ampex Corp. and will be submitted to stockholders for ratification at a special meeting to be held Jan. 25, 1960, according to George I. Long Jr., Ampex president. Ampex stock closed Nov. 23 at 134¼.

Vtr at WTVR (TV) • An RCA video tape recorder was installed at WTVR (TV) Richmond, Va., in 90 minutes. The tape unit represents a $56,000 investment.

RCA gear • Broadcast equipment-maker RCA reports these new shipments: a pylon antenna to ch. 33 WKST-TV Youngstown, Ohio; a 25-kw transmitter to KSWO-TV Lawton, Okla.; 10-kw transmitter to WTHS-TV Miami, and a monochrome tv tape recorder to the Washington procurement office at Berrysville, Va., for educational television purposes.

Galvin estate evaluated • Estate of Paul V. Galvin, founder and board chairman of Motorola Inc., has been valued at $10 million in Chicago Probate Court. The estimate was contained in a petition requesting that Robert W. Galvin, his son and Motorola president, and Harris Trust & Savings Bank be named co-executors. Mr. Galvin, 64, died Nov. 5. He left half his estate to his widow, Virginia, and the rest (after special bequests) in trust at the bank for charitable and other purposes.

Ampex vtr shipments

Ampex Professional Products Co., Redwood City, Calif., says 15 of the nation's multiple-station tv markets now are 100% equipped with its Videotape recorders.

The company since the beginning of November has shipped VR-1000B's to WTVT(TV) Tampa; KTLA(TV) Los Angeles; WBRZ (TV) Baton Rouge; WENH (TV) Durham, N.H.; WSPD-TV Toledo; WPIX (TV) New York; KFJZ-TV Fort Worth and KCTS (TV) Seattle. Two machines went to WNAC-TV Boston, and four to Rank Cintel, London.

For Future GROWTH
For INCOME now! } Buy 2 in LOUISIANA

BUYING INCOME*
(metropolitan area)

Louisiana's *second* market in size is *first* in buying power. The $6,455 EBI per household in Baton Rouge is several lengths ahead of New Orleans and Shreveport. To sell Louisiana, buy advertising in at least two markets — the *right* two. Buy 2 in Baton Rouge.

*Source: SM Survey, 1959. Effective buying income per household

ABC-NBC
WBRZ Channel 2 BATON ROUGE LOUISIANA
TOWER: 1001 FT POWER 100,000 WATTS REPRESENTED BY HOLLINGBERY

Paul Bunyan's
blue-ox, "Babe"
made an impression!

SO DOES
PAUL BUNYAN RADIO

Try us for advertising that leaves a deep, clear impression of your product in the minds of listeners!

We speak to 298,400 people plus thousands of summer residents in Michigan's Great Northland

PAUL BUNYAN RADIO

WTCM	WATT	WATZ
1400 KC 250 watts	1240 KC 250 watts	1450 KC 250 watts
Traverse City	Cadillac	Alpena

WMBN	WATC
1340 KC 250 watts	900 KC 1000 watts
Petosky	Gaylord

Represented by

Venard, Rintoul & McConnell, Inc.

P.S. TV too? Absolutely! 2 fine stations reach 25 counties 332,700 viewers, 85,740 receivers

GOVERNMENT

WAY CLEARING FOR UHF STUDY

$2.25 million tabbed for new FCC projects

A $2.25-million appropriation for a new study of uhf television—and concurrent investigation of new transmission techniques—is on the verge of being accepted by the U.S. Bureau of the Budget.

The figure was included in the FCC's budget request and was considered last week when FCC officials met with Budget Bureau officials. The Budget Bureau acts for the President in considering requests for funds by departments and independent agencies.

The FCC is operating on a $10.55 million budget for the fiscal year ending June 30, 1960. It is asking for several millions in additional funds for its regular operation in fiscal 1961.

The uhf tv study, according to informed sources, is segregated in a separate appropriation.

Although the research appropriation would be under FCC supervision, its actual operation would be carried out by an independent research laboratory, it was learned.

If the Budget Bureau approves the research project, it will presumably be included as part of the FCC budget recommendations submitted to Congress in January by the President.

The proposal for the uhf study was submitted by the Commission's Office of Chief Engineer. It was backed, it is understood, by FCC Comr. Robert E. Lee who has been the Commission's lone uhf protagonist.

An inkling of engineers' thinking on the subject was contained in a report submitted last September to the Commission by William C. Boese, chief of the Technical Information Division in the office of the Chief Engineer.

Mr. Boese suggested that the Commission undertake a basic restudy of tv standards. His viewpoint was that tv standards are 20 years old and that many developments in engineering as well as in information transmission have outmoded these standards. He suggested that the study be underwritten by the government, but undertaken by an outside organization (BROADCASTING, Sept. 28).

FCC, catv-men meet

Broadcaster, booster and community television interests met with Harold G. Cowgill, chief of the FCC's Broadcast Bureau, last Monday in Denver and discussed the proposal by the National Community Television Assn. for the establishment of an *ad hoc* committee to deal with booster, catv and translator impact on local tv service (BROADCASTING, Nov. 23, 2). No decisions were reached, but the idea of appointing a committee to represent all sides to the controversy was explored from various angles.

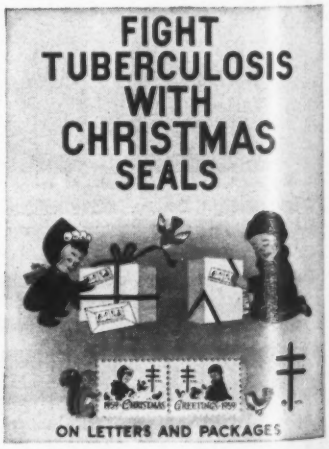
Attending the Denver meeting, in addition to Mr. Cowgill, were Bill Grove, KFBC-TV Cheyenne, Wyo.; E. Stratford Smith and Edward Whitney, NCTA; Ben Adler, Adler Electronics Inc., and two representatives of repeater organizations.

Politicians petition for license revocation

Six elected officials of Santa Rosa County, Fla., have charged that the owner of WEBY Milton, Fla., has used the station as "a propaganda instrument for his private interests." They asked the FCC to revoke WEBY's license.

WEBY owner Clayton W. Mapoles countered that the charges "are not a thing in the world but a frame-up."

In a petition seeking revocation of WEBY, three county commissioners, two state legislators and the county sheriff said that Mr. Mapoles hired one Ben. H. Pooley as a newscaster "... to make possible completely irresponsible personal attacks by said Pooley upon certain public officers of Santa Rosa County and the State of Florida. In so doing, the said Mapoles has sought to undermine the confidence of the people in their elected officials and



to create dissension and division in the community."

Claim Personal Vendetta • They charged that Mr. Pooley had no previous broadcasting experience and is a defeated politician "who for the past several years has conducted a personal vendetta against certain of petitioners." Under the guise of news, the petition charged, Mr. Pooley has attacked the complaining officials repeatedly. Mr. Pooley also was charged with editorializing in his newscasts.

The officials said that WEBY hoped to avoid FCC scrutiny by using a "disclaimer" prior to the Pooley broadcasts and that they have never been offered the station's facilities to reply. They also charged that Mr. Mapoles tried to block the grant of a second am in Milton, now WSRA. They claimed that when the station went on the air Mr. Mapoles tried to prevent advertisers from using WSRA.

Signing the petition were Albert Golden, Clifford Wilson and Richard Finlay, county commissioners, State Sen. Newman Brackin, State Rep. Morrison Kimbrough (who defeated Mr. Pooley) and County Sheriff Bart D. Broxon.

They also asked the Commission to revoke the license of WBLO Evergreen, Ala., a second station owned by Mr. Mapoles.

Monopolistic Control Hit • Mr. Mapoles in countering charged that the complaint was filed by "a group of politicians who have gained monopolistic control of the county." He said the Pooley broadcasts have the endorsement of churches, civic organizations and some 25 elected officials.

Mr. Mapoles pointed out that Mr. Pooley's broadcasts are sponsored and he maintained that at no time has Mr. Pooley said anything that is not of public record and in the official files of the county. As a former court clerk, Mr. Pooley knows where to get the facts, Mr. Mapoles said.

Mr. Mapoles said that he has received threats in the past that WEBY would be "blown up" if he did not fire Mr. Pooley.

The WEBY owner maintained the station operates in the public interest and that Mr. Pooley is on the air because the people want to listen to him. He said that when the newscaster did not broadcast for 10 days, the public was outspoken in demands that he be returned.

Defending Mr. Pooley's character, Mr. Mapoles said that Florida Gov. Leroy Collins appointed him to the county election commission just last month. The governor also appointed Mr. Mapoles to the jury commission, the WEBY owner said.

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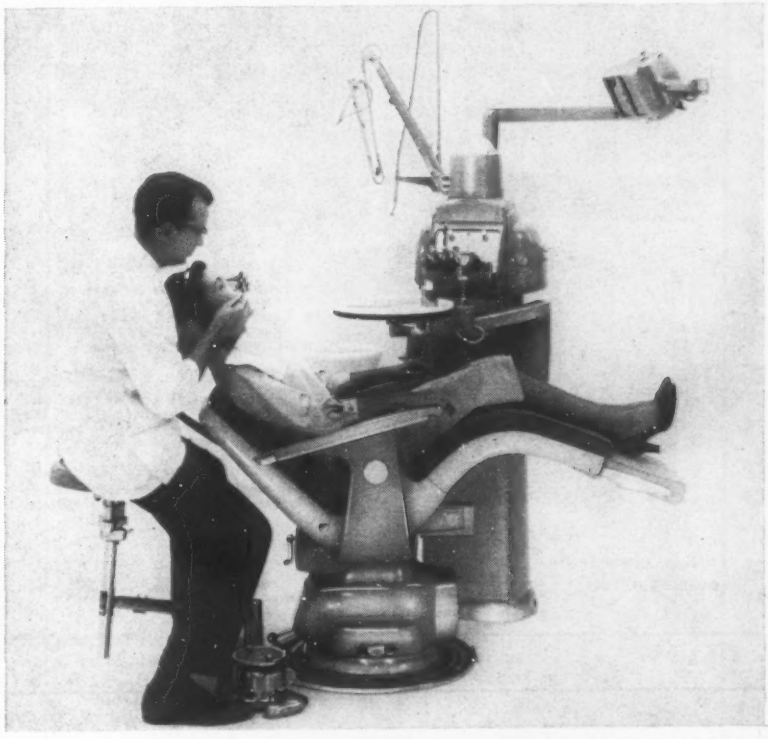
A famous name for QUALITY is
ROCHESTER'S
RITTER COMPANY



Ritter Company's "Euphorian" Chair and Master Unit Epitomize Quality in Dental Equipment.

In the vital ROCHESTER, N. Y. area
The QUALITY
Radio Station is . . .

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BASIC CBS ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
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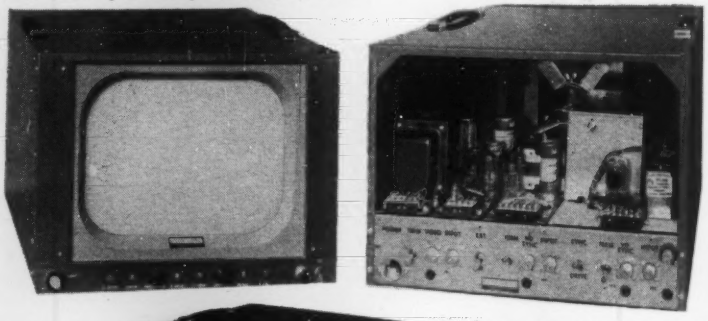

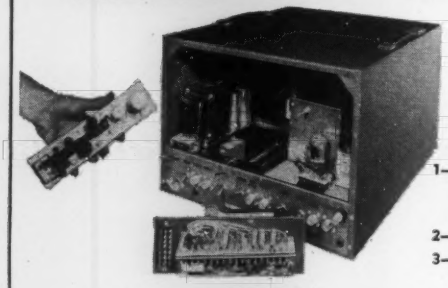

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Senate subcommittee hears FTC's Kintner

The Federal Trade Commission has by its own rules always refused to make public the names of those who complain about unfair trade practices, FTC Chairman Earl W. Kintner said Nov. 20 in testimony before the Senate Administrative Practices & Procedures Subcommittee. He said he didn't feel the FTC should be required to identify such complainants on the public record during hearings.

Testifying on S 2374, a bill to prohibit *ex parte* contracts on certain types of agency procedures, Mr. Kintner said the FTC is charged with law enforcement, not with granting licenses or other rights, and its present procedure is best for this. He said the FTC program is "dependent" on complaints from the public and industry in prosecuting cases.

The FTC chairman also said that S 600, which would create an Office of Federal Administrative Practices, should be modified so it will not create a "super agency" with authority over other agencies enabling it to substitute its judgment over these agencies in areas where they are given jurisdiction.

Conn. sale protest dismissed by FCC

FCC has dismissed the protest against the sale of WKNB and WNBC (TV) New Britain, Conn. by NBC to Connecticut Television Inc., filed by WHCT (TV) Hartford, Conn. (BROADCASTING, Nov. 9). The Commission said WHCT has no standing to protest that the FCC had knowledge of all details alleged and that the protestant showed no details of adverse impact.

The protest charged that Connecticut Television's immediate resale of WKNB to Beacon Broadcasting Co. implied trafficking in a license. It also claimed there was a tie-in between Connecticut Television and Springfield Television Inc. and that there was an overlap between WNBC and WWLP (TV) Springfield, Mass. Latter is owned by Springfield Television, as are WRLP (TV) Greenfield and WWOR-TV Worcester, both Mass. Springfield Television at one time had a one-third interest in Connecticut Television but dropped it when the overlap problem developed. It has the option to recapture this interest if and when FCC permits.

FCC approved the $750,000 sale of the New Britain stations to Connecticut Television last September (BROADCASTING, Sept. 28). Connecticut then resold WKNB to Beacon Broadcasting for $255,000. Connecticut Television is

owned jointly by H. & E. Balaban Co. and Transcontinental Properties Inc. These interests own radio and tv properties in the midwest and south.

Roach, Guild on carpet for SEC violations

A preliminary injunction enjoining Hal Roach Jr., Guild Films Co. and two California banks from "further violating" the registration provision of the Securities Act of 1933 was signed last Monday (Nov. 23) by Judge Sylvester J. Ryan of the U.S. District Court in New York.

The action resulted from loans made by the two banks—Santa Monica Bank and Southwest Bank of Inglewood, Calif.—to Mr. Roach on collateral of stock. When the banks learned that some of the stock represented shares of the F.L. Jacobs Co., which had been suspended from trading on the New York Stock Exchange following SEC proceedings against the company, they asked Mr. Roach to liquidate the loans. He provided additional collateral to the banks, consisting of 5,000 shares in Guild Films. These shares bore the statement that "these shares have been acquired for investment and may not be sold, transferred, pledged or hypothecated in the absence of an effective registration statement. . . ."

FTC charges Colgate

First move in what is presumed to be a far-reaching Federal Trade Commission campaign against misleading toothpaste advertising (BROADCASTING, Nov. 16) took place last week.

A television commercial for Colgate Dental Cream with Gardol which touts a "protective shield" for teeth was tabbed as deceptive by the FTC. FTC issued a complaint against Colgate-Palmolive Co. Nov. 22, charging that the dentifrice does not completely protect the users' teeth against tooth decay or the development of cavities by forming a "protective shield" or otherwise, as claimed in the company's television advertising. The same claims also appeared in print ads and newspaper advertisements.

This campaign, FTC said, has "unfairly" diverted trade from competitors and substantially injured competition in violation of the Federal Trade Commission Act. The company has 30 days to file an answer to this complaint.

The FTC action admittedly stems from the blast by the American Dental Assn. against "reckless claims" by advertisers for dentrifices. The ADA sentiment was seconded by Arthur S. Flemming, secretary of Health, Education & Welfare.

COMPETITORS, YES...

ELBERT W. GIBBS
President
Gibbs-Doster Drug Co.

WILLIAM C. WOOD
Partner
Wood-Rexall Drugs

BUT THEY'RE BOTH SOLD ON WAPI RADIO

"WAPI's listeners are the adults who buy drugs. That's why our Tutwiler Drug Company has been a consistent advertiser on WAPI for the past seven years."

"Wood-Rexall's confidence in WAPI's ability to reach and sell our customers is evidenced by the fact that we are now in our sixth consecutive year as a regular advertiser on Dave Campbell's 'People Speak'."

WAPI

50,000 Watts*
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CHRISTAL CO., INC.

*5,000 Nights

KUDL
NOW
#2
In Kansas City
Share of Audience
Hooper, July-Aug., 1959
Mon.-Fri., Noon to 6 PM
MORE LISTENERS PER DOLLAR!
BEST BUY BY FAR
KUDL
Irv Schwartz
V.P. and Gen'l Mgr.
Adam Young, Inc.
Nat'l Rep.

KFWB/98
LOS ANGELES
ROBERT M. PURCELL
General Manager
Represented nationally by
JOHN BLAIR & CO.

KEWB/91
SAN FRANCISCO / OAKLAND
MILTON H. KLEIN
General Manager
Represented nationally by
THE KATZ AGENCY, INC.

KDWB/63
MINNEAPOLIS / ST. PAUL
JOHN M. McRAE
General Manager
Represented nationally by
AVERY-KNODEL, INC.

A SERVICE OF CROWELL-COLLIER
BROADCAST DIVISION
ROBERT M. PURCELL
DIRECTOR

FATES & FORTUNES

Broadcast Advertising

MR. BURTON

MR. ARMSTRONG

• ROBERT R. BURTON, senior vp, account management, at Kenyon & Eckhardt, N.Y., named to board of directors. He joined K&E in 1957 as vp in charge of Chicago office and had previously served as vp and account supervisor at Needham, Louis and Brorby. VICTOR ARMSTRONG, vp and account supervisor, named senior vp, account management. He joined K&E in Detroit, in 1954, and was later transferred to New York office.

• J. R. PERSHALL, president of Reach, McClinton & Pershall, Chicago, elected director of Reach, McClinton & Co., New York parent agency. LAURENCE W. KEPLER, formerly with American Cyanamid Co., joins Chicago agency as account executive.

MR. BARRETT

• FRED W. BARRETT, vp in charge of media at BBDO, N.Y., announces his retirement effective January 1, 1960. Mr. Barrett joined agency in 1943 as media department manager. He was elected vp in 1948 and board member in 1957. JOHN LYNCH, group art director at BBDO, N.Y., adds duties of business manager for art department.

• GEORGE GRABIN, president of Grabin-Shaw Adv., Milwaukee, elected vp and member of plans board of John W. Shaw Adv., Chicago, with which his agency is affiliated.

• FREDERICK A. MITCHELL, vp and New York office manager of Needham, Louis & Brorby, resigns. His post will be assumed by PAUL C. HARPER JR., executive vp, until successor is appointed.

• W. R. CEPERLY, formerly vp of client services at Fuller & Smith & Ross, Chicago, to Waldie & Briggs, that city, in similar capacity. He was also director at F & S & R.

• HOWARD LOCHRIE, product group manager for fruits and vegetables, Birds-Eye Div. of General Foods Corp., White Plains, N.Y., named advertising manager of that division.

• GEORGE CRANDALL, who earlier this year resigned from National Telefilm Assoc., N.Y., as director of pr in order to assist in organization of Swan & Mason Adv., N.Y., named vp in change of pr accounts of S & M. Mr. Crandall also will serve as member of plans board and assist ROBERT G. SWAN, agency president, in new business projects.

• GERALD SHAPIRO, formerly advertising manager of Maiden Form Brassiere Co., N.Y., to Norman, Craig & Kummel, that city, as vp and senior account executive.

• SIDNEY J. NATKIN, previously vp and account supervisor at Gordon Best Co., Chicago, to Helene Curtis Industries (cosmetics), that city, as marketing executive.

MR. ELLIS

• ROBERT ELLIS, who joined Kenyon & Eckhardt's Detroit office in 1958 as account executive on Mercury automobile account, elected vp. He was previously with Detroit offices of McCann-Erickson and D.P. Brother.

• ROBERT DAVIS, previously copywriter at Ketchum, MacLeod & Grove, Pittsburgh, and in radio-tv department of Ted Bates & Co., N.Y., appointed broadcast copy supervisor at VanSant, Dugdale & Co., Baltimore advertising agency.

MR. MIXTER

MR. MARONE

• DAVID MIXTER, account supervisor at Benton & Bowles, N.Y., elected vp. Mr. Mixter joined B&B in 1946 and was appointed account executive two years later. JOSEPH MARONE who joined B&B in 1955 as tv producer, also named vp. He had previously been with Dancer-Fitzgerald-Sample and Benson & Mather.

• ROBERT J. RUNGE, formerly advertising and merchandising director of Norge Sales Corp., division of Borg-Warner Co., appointed advertising and sales promotion director of Eureka-

Williams Corp. (vacuum cleaners), Bloomington, Ill. He previously was vp-marketing and partner in Garfield-Lynn Adv., Chicago.

MR. YOUNG

• RUSSELL B. YOUNG, vp in charge of tv-radio for Keyes, Madden & Jones, Chicago, and its predecessor agency, Russel M. Seeds Co., since 1951, named to new post of director of tv-radio operations at D'Arcy Adv., that city. Other appointments at that agency: NILES R. SWANSON to administrative director for tv-radio operations; HARRY BUBECK to creative director.

• JOHN LOOS and RONALD STACK join media department of J. Walter Thompson Co.'s Chicago office. Mr. Stack was at Tatham-Laird and will handle time buying for several JWT accounts.

• JAMES L. DICKEY III, formerly head of radio-tv department of Marschalk & Pratt Div., McCann-Erickson, Atlanta, to Liller, Neal Battle & Lindsey, that city, as copy supervisor.

MR. ZEIS

• ANDREW E. ZEIS, media director of Chicago division of Compton Adv., elected vp. Mr. Zeis joined Compton in 1956 to organize Chicago media department. He was formerly assistant media director of Needham, Louis & Brorby, that city.

• GENE M. LIGHTFOOT, account executive for past eight years at Cleveland office of Fuller & Smith & Ross, joins Lennen & Newell, N.Y., as account executive on Reynolds Metals account.

• ALLAN KAUFMAN, formerly copy chief, Doyle Dane Bernbach, L.A., and LORE LIONEL, formerly with agency's New York office, have rejoined DDB as copy staff members in New York.

• JOHN P. MCELROY, previously with Grant Adv., Foote, Cone & Belding and Edward H. Weiss, named member of Chicago office account service staff at Wade Adv.

The Media

• BRUCE L. WILLIAMSON, program and news director of WRVM Rochester, appointed general manager and vp of State Broadcasting Co. Inc. of New York, parent company. Mr. Williamson was director of news and special events with WHIM Providence before joining WVRM in October. He suc-

This is the KWTV Community!

Viewers, from well over 200 Oklahoma towns shown on the map, traveled to Oklahoma City to appear on KWTV's Farm Programs during 1958. Proof of KWTV's *community* coverage!

Community Coverage makes KWTV OKLAHOMA CITY Oklahoma's No. 1 Television Station

The TOWER with SALESpower in Oklahoma!

CBS

See your PETRYman

GREAT PLAINS STATE—Highly profitable full time station in small market which is just beginning to reach its potential. Gross in line with price of $157,500. Down payment of $47,000 needed. Buyer gets accounts receivable in excess of $10,000.

MOUNTAIN STATES—Full time station in growing area of semi-major market. This station grosses $15,000 to $18,000 monthly and can operate for about $10,000. Price of $300,000 includes approximately $20,000 in accounts receivable. $87,000 down payment required. Balance payable over seven years.

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WTHI-TV offers the lowest cost per thousand of all Indiana TV stations!

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WTHI-TV

CHANNEL 10 • CBS—ABC

TERRE HAUTE INDIANA

Represented Nationally by Bolling Co.

Greeting new TvB chairman • The five previous board chairmen of the Television Bureau of Advertising welcome newly-elected Chairman OTTO P. BRANDT (third from left) of KING-TV Seattle. Mr. Brandt was elected to succeed ROGER W. CLIPP (second from left) of Triangle Stations at TvB's fifth annual convention in Chicago Nov. 18-20. Also pictured are (l to r): LAWRENCE (BUD) ROGERS, WSAZ-TV Huntington, W.Va.; RICHARD MOORE, KTTV(TV) Los Angeles; Mr. Brandt; CLAIR R. MCCOLLOUGH, Steinman Stations; Mr. Clipp, and W. D. (DUB) ROGERS, WDUB-TV Lubbock, Tex.

Other officers elected at the convention were: GLENN MARSHALL JR., WJXT(TV) Jacksonville, Fla., succeeding Mr. Brandt as secretary, and PAYSON HALL, Meredith Publishing Co. stations, re-elected treasurer. Named directors for two-year terms were Mr. Marshall (re-elected); GORDON GRAY, WKTV(TV) Utica, N.Y. Mr. McCollough (first TvB chairman) RICHARD BOREL, WBNS-TV Columbus, Ohio; JOHN MURPHY, Crosley Broadcasting Corp., and DONALD KEARNEY, Corinthian Broadcasting Corp. Named to three-man group to study question of whether tv film packagers and distributors should be admitted to full or associate TvB membership were P.A. SUGG, NBC-TV New York, and Messrs. Brandt and Marshall.

Blue Diamond Picks Jacksonville

E. R. Fore
Vice President

Blue Diamond Mortar Mix has picked Jacksonville for their headquarters and location of their first Florida plant. Jacksonville welcomes Blue Diamond to the rapidly expanding North Florida economy and looks with pride toward Blue Diamond's faith in Florida's Gateway City.

AND JACKSONVILLE PICKS WFGA-TV
NBC and ABC Programming.
Represented nationally by Peters, Griffin, Woodward, Inc.

(Eleventh of a series)

WFGA—TV
Channel 12
Jacksonville, Florida
FLORIDA'S COLORFUL STATION

ceeds GEORGE M. MILLAR, who is retiring.

• CARRINGTON W. DOEBLER, executive assistant to H. Leslie Atlass, CBS vp and general manager of WBBM-TV Chicago, has resigned post he has held since February, 1955. He joined CBS-Chicago as sales promotion manager of WBBM-AM-TV in 1953.

• CARLOS RIVAS, formerly radio-tv director for Hawaiian Sugar Planters Assoc., named station manager of KGMB Honolulu and KHBC Hilo. ROBERT W. SEVEY, sales manager of KGMB-TV, KHBC-TV and KMAU-TV Maui, takes on additional duties of station manager.

MR. DIAZ

MR. WAGNER

• RAY DIAZ, manager of station services for Mutual Broadcasting System, named director of sales development. He is succeeded by HAROLD M. WAGNER, who had resigned as programming vp of MBS in 1958 to engage in non-broadcasting activities.

MRS. MCKENNA

• MARY L. MCKENNA, since 1958 head of research and sales development for Metropolitan Broadcasting Corp., N.Y., elected vp in charge of that department. She was formerly director of research and sales development for DuMont Brodcasting Corp. and WNEW New York. From 1942 to 1954 she was head of media research, timebuyer and broadcast media supervisor at Benton & Bowles, N.Y. GEORGE R. BILL, with Metropolitan Broadcasting since June, 1956, elected assistant treasurer.

• DAL STALLARD, assistant manager of KCKN Kansas City, Kan., since February, 1957, appointed manager, succeeding EDWIN J. CHARLES, who resigned. DALE NEAL, account executive, appointed commercial manager.

• CHARLES S. GERBER, formerly account executive with WVNJ Newark, N.J., appointed manager of WAQE-AM-FM Towson-Baltimore.

• DR. FRANK STANTON, president of CBS, will be awarded Advertising Gold Medal Award for 1959 sponsored by *Printers' Ink* magazine at formal presentation in New York, Feb. 18, during Advertising Week (Feb. 14-20). Gold Medal is given annually to outstanding

member of advertising community for lifetime achievement. Selection of Dr. Stanton was made by *Printers' Ink* jury headed by HENRY SCHACHTE, executive vp, Lever Brothers.

• STAN BARCLAY promoted from time salesman for WOL Washington to sales manager.

• JOHN A. KING, who joined Bolling Co.'s Los Angeles office earlier this year, appointed manager of that office.

• MARION STEPHENSON, with NBC Radio since 1944 in various auditing posts and recently senior operations analyst, appointed director of business affairs.

• NEIL PUGH, tv account executive, George P. Hollingbery Co., N.Y., and formerly with New York office of Branham Co., returns to Branham as one of three senior tv account executives.

MR. HARRIS

• ROBERT E. HARRIS, formerly with advertising promotion department of New York *World-Telegram & Sun*, and prior to that, publicity director, Radio Advertising Bureau, to WNTA-AM-FM-TV Newark, N.J., as director of advertising and sales promotion.

• JULES HERBUVEAUX, NBC Central Div. vp, elected president of Chicago Unlimited, organization devoted to promotion of area services, facilities and talent in broadcast and allied fields.

• MRS. GRACE NEUWERTH, sales service manager of KNX Los Angeles, assumes additional similar duties for Columbia Radio Pacific Network.

• RICHARD SINCLAIR, assistant promotion manager of KCOP (TV) Los Angeles, appointed promotion manager of KHJ-TV that city.

• M. PETER KATSUFRAKIS, resident counsel for Pacific Ocean Park, joins legal staff of CBS Hollywood as attorney, succeeding FRANKLIN B. ROHNER, who has become member of business affairs department.

• RALPH SKINNER, previously with WTSL Hanover, N.H. and WLAM Lewiston, Me., named program director of WWRJ White River Junction, Vt.

• RUTH NACE, assistant in promotion department of KEYT (TV) Santa Barbara, Calif., promoted to promotion-merchandising manager.

• GIL HENRY moves from KJR Seattle to KOMO, that city, as air personality.

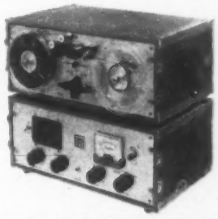
• ADDISON YEAMAN JR., formerly media

YOUR CHOICE . . . . . .
THE FINEST TAPE RECORDING INSTRUMENTS AVAILABLE!

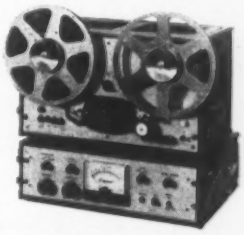
Magnecord

CHOICE OF PROFESSIONALS

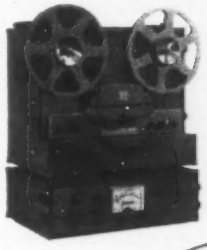
More Magnecord tape instruments are in use in broadcast stations throughout the world than any other brand . . . the reason? Professionals agree . . . Magnecord makes the finest tape recording instruments available anywhere!



THE PT 6 . . . rugged, reliable "workhorse" of the broadcast industry.



THE P 75 . . . "The Editor" . . . includes all of the capabilities of the PT 6 plus extended performance and utility.



THE M 90 . . . "Mighty" in all performance characteristics . . . Magnecord's prestige tape instrument.

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THE NEW 728 "PROFESSIONAL"

THE ONLY TAPE RECORDER AT ANY PRICE THAT DOES EVERYTHING!

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MEN WHO READ BUSINESSPAPERS MEAN BUSINESS
In the Radio-TV Publishing Field only BROADCASTING is a member of Audit Bureau of Circulations and Associated Business Publications

director of Grant Adv., Hollywood, to KHJ Los Angeles as account executive.

• FRANK WOODRUFF, formerly director of promotion and research at Peters, Griffin, Woodward, N.Y., to Daren F. McGavren, that city, in similar capacity. ROBERT L. WILLIAMS, formerly with sales staff of Branham Co., N.Y., joins McGavren as spot radio salesman.

• ANDREW G. HALEY, Washington, D.C., communications attorney and space authority, awarded Order of St. Agatha by Republic of San Marino for his constant legal efforts on behalf of small nations in radio frequency allocations through United Nations. Order has been bestowed for some 200 years.

• MICHAEL GARGIULO, formerly project director of RCA-NBC color studio at American National Exhibition in Moscow, rejoins WRCA-TV New York, as production supervisor. He had previously been producer-director for that station.

• EDWIN L. (NED) JAY, sales development and promotion manager of WTVT (TV) Tampa, Fla., appointed promotion manager of WAGA-TV Atlanta, succeeding STEVE HALPERN, who has been named account executive on local sales staff.

• BOB COOPER, formerly assistant general manager of KICN Denver, appointed program director of KVI Seattle.

• CRAIG JENNINGS, formerly sales service manager for CBS Pacific Network, to Detroit office of CBS Spot Sales, as account executive.

• HERBERT F. HODGE JR., public relations manager, Electronic Industries Assn., Washington, has resigned to organize his own pr and publishing office in Washington. Mr. Hodge joined EIA in 1952 after working with Office of Price Stabilization during Korean conflict. He has been with WDVA and WBTM, both Danville, Va., and WFMY-TV Greensboro, N.C.

• DON EVERS, previously with XETV (TV) Tijuana-San Diego, to XEAK, that city, as account executive.

• CHARLES BRAKEFIELD, WREC-AM-TV Memphis, elected president of Tennessee Assn. of Broadcasters at Nov. 19-20 meeting. He succeeded F. C. SOWELL, WLAC Nashville. Other officers: CHARLES W. BREWER, WHIN Gallatin, vp, and STAN TORGERSON, WMC-AM-FM Memphis. Elected board members: Mr. Sowell; VIRGIL K. TRIMM, WMTS Murfreesboro, and JOHN H. REESE, WATE-AM-TV Knoxville.

• LARRY SCARBOROUGH, previously with WJXT (TV) Jacksonville, Fla., appointed account executive and director of Tempo Store Broadcasting with WMBR, that city. MRS. DOROTHY HORSFALL named director of Community Club Awards for WMBR.

• GARFIELD RICKETTS, formerly with WPAC-AM-FM Patchogue, to WVOX New Rochelle, both New York, as engineer in charge.

• JACK BUCK, sportscaster with KMOX St. Louis, adds duties of director of sports.

• WILLIAM MARSHALL, previously with news department of WWDC Washington, appointed advanced projects director of Deadline Washington, radio news service.

• PATRICK T. LUPONE, on engineering staff of KPLR-TV St. Louis, named production manager.

• WILLIAM BARNES, formerly sales manager for Capitol Airlines, Norfolk, Va., to WVEC-TV Hampton-Norfolk, as account executive.

• JOHN H. THOMPSON, military editor of *Chicago Tribune*, signed by WGN-TV, that city, as special news analyst. JACK QUINLAN, sportscaster for Chicago Cubs games, signed to new two-year contract by WGN.

• ART HELLYER, freelance Chicago air personality, signed by WAAF, that city, for new weekly (Saturday) program series.

• DEL MOORE, actor, air personality, orchestra leader and songwriter, joins KTLA (TV) Los Angeles as host of late night program. JACK REEVES named producer of that show.

• KORT PAGE, formerly with new talent department of 20th Century Fox, L.A., joins KMA Shenandoah, Iowa, as air personality.

• KEN REED, formerly with KLIF Dallas, joins KXOX St. Louis as air personality.

• SAM LEWIS BOGART, formerly with KTOK Oklahoma City, to announcing staff of WBAP-TV Fort Worth, Tex.

• ROGER CARROLL, with KABC Los Angeles for more than 12 years, joins KMPC, that city, as air personality.

• BILL ROGERS, air personality and program director of KFDA Amarillo, to KFJZ Fort Worth, both Texas.

• STEVE BELL, formerly with KCMK (FM) Kansas City, to KCMO-AM-FM, that city, as air personality.

• RALPH TITUS, formerly assistant news director of WIBW-AM-TV Topeka,

Kan., to KWTV (TV) Oklahoma City as newscaster.

• STEVE BROWN, air personality, transfers from KISN Vancouver, Wash.-Portland, Ore., to KOIL Omaha. Both are Star stations.

• JOHN GLEASON, formerly newscaster with WAAT Trenton, N.J., to WADO New York as editorialist and newscaster.

• ART BAUER joins KMA Shenandoah, Iowa, as air personality.

• BILL STEWART, air personality with KMPC Los Angeles, leaves after seven years to rejoin KLAC, that city.

• ED MCKENZIE, previously with WXYZ and WHFI (FM), both Detroit, to WQTE, that city, as air personality.

• EARL WEST joins WTEL Philadelphia as account executive.

• ROBERT BOLAND, previously with WHYN Springfield, Mass., to WDRC Hartford, Conn., as local sales representative.

• DIAL DOOLEY, from WVLK Lexington, Ky., DICK DISCO, from Memphis, Tenn., and ALLEN M. ALLKNIGHT, from WARE Ware, Mass., to WJBW New Orleans as air personalities.

Programming

• WILLIAM ANDREWS, northeastern division manager for Independent Television Corp., named sales manager, syndicated divisions.

• PETER ROBECK, formerly general sales manager of RKO Teleradio Pictures' tv film division, named manager of eastern office of Crosby/Brown Productions, with headquarters in New York. Previously, he founded Scarab Film Corp., handling worldwide syndication of Roy Rogers programs and backlog of Harold Lloyd movies to tv.

• ARTHUR ZEIGER, formerly member of ABC-TV business affairs department, joins Broadcast Management Inc. (tv personal management firm), N.Y., as assistant to President Marvin Josephson.

HOWARD E. STARK

Brokers and Financial Consultants

Television Stations
Radio Stations

50 East 58th Street
New York 22, N.Y. ELdorado 5-0405

• CONNIE B. GAY, president of Town & Country Network of Washington, D.C., re-elected president of Country Music Assn. WESLEY ROSE, president of Acuff-Rose Publications re-elected board chairman. Other officers: EDDY ARNOLD, recording personality, first vp; STEVE SHOLES, RCA Victor Records, N.Y., second vp; HENRY CLAY, of KWKH Shreveport, La., third vp; DON PIERCE, Starday Records, secretary; DON LAW, Columbia Records, N.Y., treasurer.

• MAURICE MORTON, formerly business manager of McCadden Productions, named business affairs executive of 20th Century-Fox Television.

• FRANK DE VOL, staff producer of Columbia popular artists and repertoire transfers from West Coast operations to New York headquarters.

Equipment & Eng'ring

• RONALD L. MCFARLAN, consultant to Datamatic Corp. and Raytheon Mfg. Co., elected president of Institute of Radio Engineers. He succeeds ERNST WEBER, president of Polytechnic Institute of Brooklyn. Also elected for 1960 terms: J.A. RATCLIFFE, Cavendish Lab, Cambridge, England, overseas vp, new post, and J.N. DYER, research and engineering vp, Airborne Instruments Lab, Melville, N.Y., vp for North America.

• JAMES E. ARCHAMBAULT, president of Dormeyer Corp. (appliances), and JOHN H. IHRIG, executive vp of Webcor Inc. (electronic products), elected directors of Webcor Inc., Chicago. They succeed NICHOLAS MALZ, former Webcor president, and HARRY F. PAVIS, president of National Security Bank of Chicago. All other directors of Webcor were re-elected.

• PAUL DAY returns to General Electronic Labs Inc., Cambridge, Mass., as broadcast production manager, following six months' leave of absence.

Deaths

• CLINTON R. WHITE, 65, founder and owner of WCRW Chicago, died following heart attack in that city Nov. 23. He is credited with originating instantaneous recording process used in electrical transcriptions and other electronic developments. Mr. White, who operated station since 1926, is survived by his wife, Josephine, who helped program station.

• NEALE V. BAKKE, 55, sales manager of WTMJ-TV Milwaukee, died from kidney ailment there Nov. 20. Mr. Bakke, who headed national and local sales, had been with parent Journal Co. for 32 years, was named sales manager of WTMJ-AM-TV in 1949.

KDBS (Alexandria, La.) and Sears and Roebuck are having the best time these days. And RCA Thesaurus Commercial Library brought them together! As Commercial Manager D. Ed Pebbles tells the happy tale:

"Sold Dept. Store Campaign to Sears and Roebuck, 50 announcements weekly, 52 weeks! Sponsor very satisfied! Just this one account pays for Thesaurus. The many other jingles that are sold are bringing us accounts we were unable to sell before."

If you are flirting with a department store in your home town, why not let RCA Thesaurus Commercial Library act as cupid for you? Write now for details.

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155 East 24th Street • New York 10, N. Y.
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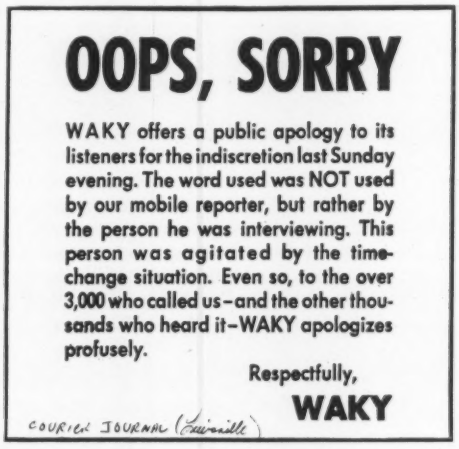
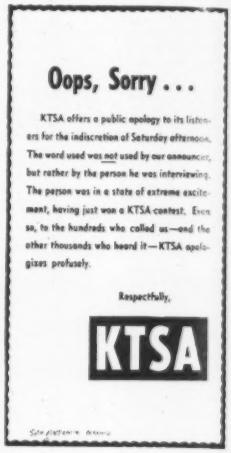
OOPS, SORRY...
KLIF offers a public apology to its listeners for the indiscretion of Wednesday night on KLIF. The word was NOT used by our mobile reporter, but rather by the person he was interviewing. This person was in a state of uncontrolled hysteria, having just witnessed the plane landing. Even so, to the more than three thousand listeners who called the station... and the other thousands who heard it... KLIF sincerely apologizes.


OOPS, SORRY
WAKY offers a public apology to its listeners for the indiscretion last Sunday evening. The word used was NOT used by our mobile reporter, but rather by the person he was interviewing. This person was agitated by the time-change situation. Even so, to the over 3,000 who called us – and the other thousands who heard it – WAKY apologizes profusely.
Respectfully,
WAKY
COURIER JOURNAL (Louisville)


Oops, Sorry...
KTSA offers a public apology to its listeners for the indiscretion of Saturday afternoon. The word used was not used by our announcer, but rather by the person he was interviewing. The person was in a state of extreme excitement, having just won a KTSA contest. Even so, to the hundreds who called us—and the other thousands who heard it—KTSA apologizes profusely.
Respectfully,
KTSA

OOPS, SORRY...
KEEL offers a public apology to its listeners for the indiscretion of Friday night on KEEL. The word used was NOT used by the KEEL reporter but rather by the person he was interviewing. This person was in a state of extreme agitation, having just witnessed the plane landing. Even so, to the more than three thousand who called—and the other thousands who were listening, KEEL apologizes sincerely.
Respectfully,
KEEL
Radio Shreveport
Shreveport Times

Oops, Sorry...
KILT offers a public apology to its listeners for the indiscretion of last week. The word used was not used by our news reporter but rather by the person he was interviewing. This person was in a state of extreme agitation, having just experienced a harrowing situation. Even so, to the over 3,000 who called us... and the other thousands, who heard it, KILT apologizes profusely.
KILT

The curse of consistency • "Oops, sorry . . ."

Under this banner, five of the McLendon radio stations have placed ads in local newspapers to offer "a public apology" for "indiscretions" on their airwaves. The ads appeared, one by each station (see cuts), over a six-week span starting with one inserted by KLIF Dallas in the *Dallas Morning News* on Sept. 11.

What were the indiscretions? In all cases, according to the ads, they were committed not by a station man but by people being interviewed at a time of emotional tension. On KLIF and KEEL Shreveport (in the *Shreveport Times*), the culprit in each case had "just witnessed the plane landing." KTSA San Antonio (*San Antonio Express*) said in its case it was somebody who had "just won a KTSA contest." KILT Houston's ad (*Houston Post*) said the person had "just experienced a harrowing situation" and WAKY Louisville's problem, the ad (in the *Courier-Journal*) reported, stemmed from somebody "agitated by the time-change situation."

All but KTSA's ad apologized to the more than 3,000 people who, they said, had called the station, and also to the "other thousands" who were listening. KTSA's apologized "to the hundreds who called us—and the other thousands who heard it."

Inquiry of McLendon vice presidents in charge of the stations brought the word in most cases that the "indiscretion" was a language lapse. Richard Wilcox of KEEL said his station's incident was a slip of the tongue on tape, fed in from "over in Texas" and somehow not properly edited, dealing with a plane in trouble. Jack Fiedler, KTSA, said deejay Pat Tallman was interviewing a woman about a contest, and cut her off the air when she started cursing. Bill Morgan, KLIF, said the Dallas episode involved an eyewitness to a plane landing who let his language get a bit out of hand. At KILT, manager Bill Weaver was said to be unavailable to discuss the incident there, and at WAKY manager Jack Lee said any discussion would have to come from higher authorities.

One manager said he was not entirely sure the "indiscretion" got on the air on his station—that it might have been deleted in time—but that a public apology seemed desirable to be on the safe side.

Mr. Morgan indicated that the Dallas incident was one of those things that occasionally crop up to plague station operators. Like the broadcast of the LSU-Mississippi football game a few weeks back when, he said, the game's only touchdown came when the station had cut away for a commercial. In that case, he said, it was not just a question of public apology but of repeating the description of the winning play several times for the benefit of protesting listeners.

'Flighty,' announcer

If listeners of WGAU Athens, Ga., thought that recent call letter announcements over the station sounded a little throaty . . . they were right. WGAU ran a contest for parakeets with a prize of $20 for the first feathered friend who could say, "WGAU, Athens, Georgia, where there's so much more to listen for," (a mouthful for any bird). However Blue Boy, the parakeet, came through for its owners and the station ran his announcement on tape for a few weeks. His own show? Station officials declined comment.

• Drumbeats

Commercial marathon • To herald its new 24-hour-a-day schedule, KORK Las Vegas, Nev. aired a solid 24-hours of commercials on Sunday, Nov. 22. The stunt also directed attention to the fact that KORK, during its normal

broadcast day, has eliminated "double-spotting." Dave Drew, station manager said: "We're getting the commercial taken care of in one day and from this day forward we promise that there will be only one commercial between each record or program."

Heart-to-Heart • Disc jockeys Alan Dary of WBZ Boston and Dick Cook of KSFO San Francisco have been named co-chairmen of the national d.j. committee for the 1960 Heart Fund Campaign, the American Heart Assn. reports. Headed by Messrs. Dary and Cook, the committee of 52 other d.j.s will poll some 4,000 d.j.s to select the country's foremost male and female vocalists. They are to be crowned "King and Queen of Hearts" in a special half-hour variety show to be broadcast on radio throughout the country on or about Feb. 14, 1960. Approximately 1,000 stations carried the annual program last February.

Eyes on Nehru • To mark the presentation of the hour-long special, *Portrait of Nehru* over WNEW-TV New York and WTTG (TV) Washington on Nov. 15, Eric Johnston, president of the Motion Picture Assn. of America, was host to a special diplomatic reception in New York where the tv program was viewed. A portrait of Prime Minister of India Jawaharlal Nehru was unveiled during the evening.

Name that instrument • WGMS Washington, D.C., ran a contest asking listeners to name the musical instrument played in periodic spots. The winner received two box seats to the National Symphony Orchestra's concert season. The Washington good music station reported that the instrument was a bassoon played by a member of the National Symphony.

Stamp collector • A "Stampede" has been started by WHLL Wheeling, W.Va. The station is asking its listeners to send it any unused trading stamps. WHLL is redeeming the stamps for toys and gifts which it will distribute to orphans and underprivileged children at Christmas.

News tip • Best news tip sent CKVL radio Verdun, Que., by a listener wins a $4,000 Dodge hardtop under a new promotion scheme. Prize car moves each week from dealer to dealer, with appropriate tie-ins. Station will continue cash payments for tips for its 24 daily newscasts.

News segment

An unsponsored news segment was used by KTBC Austin, Tex., to secure a contract from one of the city's leading furniture dealers.

Program Manager Cactus Pryor pitched a commercial on a morning newscast to the proprietor of the furniture company that the station wanted to sign up. "You are probably shaving right now while listening to this news . . . just as thousands of other Austin businessmen are doing," Mr. Pryor told the furniture dealer, pointing out that thousands of mothers would be listening on their car radios while driving children to school. The pitch ended by noting that a KTBC salesman would call on the prospective client at his office that day. The furniture store now is sponsoring KTBC's newscast.

FOR THE RECORD

Station Authorizations, Applications

As Compiled by BROADCASTING

November 16 through November 24. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter, unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization.—STA—special temporary authorization. SH—specified hours. *—educational. Ann. Announced.

New Tv Stations

ACTION BY FCC

***Carbondale, Ill.—Board of Trustees of Southern Illinois U.** Granted vhf ch. 8 (180-186 mc); ERP 136 kw vis., 158 kw aur.; ant. height above average terrain 860 ft., above ground 900 ft. Estimated construction cost $703,800, first year operating cost $225,000. P.O. address Carbondale, Ill. Studio location Carbondale. Trans. location Tamaroa, Ill. Geographic coordinates 38° 06' 15" N. Lat., 89° 14' 37" W. Long. Transant. RCA. Legal counsel Krieger and Jorgensen. Consulting engineer George P. Adair. Ann. Nov. 18.

Existing Tv Stations

ACTIONS BY FCC

KOAT-TV Albuquerque, N.M.—By letter, waived Sec. 3.651 (c) and granted authority for period of 90 days to utilize the aur. trans. of KOAT-TV for transmitting stereophonic sound broadcasts between 10 a.m. and noon on Sundays in conjunction with KMGM Albuquerque. Comrs. Bartley and Ford dissented. Ann. Nov. 18.

WRIK-TV Ponce, P.R.—Granted application to increase ERP to 18 dbk (63.1 kw) vis. and 15 dbk (31.6 kw) aur. Ann. Nov. 18.

New Am Stations

APPLICATIONS

Cottonwood, Ariz.—Verde Valley Bcstrs. 1240 kc, 250 kw. P.O. address % Allene Biggs, Cornville, Ariz. Estimated construction cost $15,680, first year operating cost $26,500, revenue $32,650. Applicant is Allene Biggs who is former administrative assistant to vice presidents of KRUX Phoenix, Ariz., and WIL St. Louis, Mo. Ann. Nov. 18.

Fresno, Calif.—Higson-Frank Radio Enterprises 1510 kc, 500 w D. P.O. address 649 North Bronson Ave., Hollywood, Calif. Estimated construction cost $11,200, first year operating cost $36,000, revenue $40,000. Applicants are **James D. Higson** and **Peter Frank**, equal partners. Mr. Higson is employe of KHJ Los Angeles, and sole owner of KLOG Kelson, Wash. Mr. Frank operates music company for tv commercials. Ann. Nov. 24.

Milford, Conn.—Blair A. Wallister 940 kc, 1 kw D. P.O. address Taunton Hill Rd., Newtown, Conn. Estimated construction cost $27,388, first year operating cost $62,000, revenue $75,000. Applicant is former executive vice president of Mutual Network. Ann. Nov. 18.

Rantoul, Ill.—Regional Radio Service 1460 kc, 500 w D. P.O. address % John S. Coleman, 1707 S. Carolyn Dr., Champaign, Ill. Estimated construction cost $29,191, first year operating cost $50,286, revenue $54,000. Applicants are **William R. Brown, Donald**

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DIstrict 7-8531

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Type BQ-51A/BA-51A

RCA Magnetic Disc Recorder Is a Great New Tool for Broadcasters!

It makes possible fast recording and playback of commercials and announcements. Extremely simple to operate, it minimizes the skill required to produce a professional recording. Erasable magnetic discs have a long life, equal to or greater than tape, thus production costs can be reduced. Whatever your equipment requirements, SEE RCA FIRST!

Write for descriptive literature to RCA, Dept. AE-22, Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

R. Williams and **John S. Coleman**, 33⅓% each. Messrs. Brown and Williams are employes of WDWS Champaign. Mr. Coleman is employe of WCIA (TV) Champaign. Ann. Nov. 18.

Tupelo, Miss.—Marshall C. and **Sarah C. Parker** and others. 1440 kc, 1 kw D. P.O. address 234 Forkner Dr., Decatur, Ga. Estimated construction cost $28,565, first year operating cost $28,303, revenue $30,536. Mr. Marshall is former employe of WEAS Decatur, Ga. Ann. Nov. 18.

Kent, Ohio — Kent-Ravenna Bcstg. Co. 1520 kc, 5 kw D. P.O. address 517 Edgewood Dr., Kent, Ohio. Estimated construction cost $72,830, first year operating cost $70,000, revenue $85,000. **Courier Tribune Co.** sole owner; corporation has interests in WTRF-TV Wheeling, W.Va. and WRAD Radford, Va. Ann. Nov. 18.

Existing Am Stations

ACTIONS BY FCC

KBOW Butte, Mont.—Granted change of operation on 1490 kc from 250 w unl. to 250 w-N, 1 kw-LS; remote control permitted. Ann. Nov. 18.

KLIX Twin Falls, Idaho — Reaffirmed Nov. 25 grant to increase daytime power on 1310 kc from 1 kw to 5 kw; granted waiver of Sec. 3.24 (b)(7) of rules in that connection, and dismissed petition by Radio Bcstg. Corp. (KTFI), Twin Falls, for reconsideration. Ann. Nov. 18.

WJER Dover, Ohio—Granted application to change station location to Dover-New Philadelphia, Ohio (operates on 1450 kc, 250 w unl.). Ann. Nov. 18.

KDNT Denton, Tex.—Granted change of operation on 1440 kc from 500 w-N, 1 kw-LS, DA-N to 500 w-N, 5 kw-LS, DA-N; remote control permitted while using non-DA; engineering conditions. Ann. Nov. 18.

APPLICATIONS

WMOZ Mobile, Ala.—Mod. of cp as modified, which authorized change in site to increase power from 1 kw to 5 kw and install new trans. (960 kc). Ann. Nov. 20.

WCDT — Franklin County Radio, Winchester, Tenn. — Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. Nov. 23.

WELC Welch, W.Va. — Cp to increase power from 1 kw to 5 kw and install new trans. (1150 kc). Ann. Nov. 19.

New Fm Stations

ACTIONS BY FCC

Garden Grove, Calif. — Harold Lampel. Granted 94.3 mc, .805 kw. P.O. address 5261 El Parque St., Long Beach. Estimated construction cost $14,450, first year operating cost $20,000, revenue $26,000. Mr. Lampel, sole owner, holds 50% of cp for am station in Phoenix. Ann. Nov. 18.

Joliet, Ill. — Alfred J. and **Mary Janes Pohlers.** Granted 93.5 mc, 1.0 kw. P.O. address 451 Ruby St., Joliet, Ill. Estimated construction cost $20,874, first year operating cost $6,760, revenue $9,760. Applicants own recording studio and operate machine works. Ann. Nov. 19.

APPLICATIONS

San Luis Obispo, Calif.—John C. Cohan 93.3 mc, 30.2 kw. P.O. address Box 300, Salinas, Calif. Estimated construction cost $27,511, first year operating cost $18,500, revenue $24,000. Applicant is in advertising business, and owner of KVEC San Luis Obispo. Ann. Nov. 24.

Monterey, Calif.—W.B. Bcstrs. 100.7 mc, 10.85 kw. P.O. address % Kenneth F. Warren, 394 Cresta Vista, San Francisco, Calif. Estimated construction cost $10,600, first year operating cost $15,000, revenue $13,000. Applicants are **Kenneth F. Warren**, 66⅔% and **Oliver E. Beers**, 33⅓%. Mr. Warren is minority owner of KPEN-FM Atherton, Calif. Mr. Beers is program director of KOBY San Francisco. Ann. Nov. 18.

Richmond, Ind. — House of Sound Inc. 96.1 mc, 32 kw. P.O. address Greens Fork, Ind. Estimated construction cost $33,652, fist year operating cost $26,000, revenue $30,000. Principal applicants are **Richard N.** and **Jacqueline A. Williams** who operate radio-tv retail store. Ann. Nov. 19.

Cleveland, Ohio—Paul J. Molnar 93.1 mc, 24.66 kw. P.O. address 207 Burkhardt Ave. NE., Canton, Ohio. Estimated construction cost $41,375, first year operating cost $60,000, revenue $70,000. Applicant is owner of meat processing firm. Ann. Nov. 24.

Gallatin, Tenn.—Ellis F. Jones Jr. 107.3 mc, 10.5 kw. P.O. address Box 598, Gallatin, Tenn. Estimated construction cost $2,000, first year operating cost $3,000, revenue $5,000. Applicant has minority interest in WAGG Franklin, Tenn. Ann. Nov. 24.

Existing Fm Stations

ACTIONS BY FCC

Following fm stations were granted SCA to engage in functional music operations on multiplex basis: Coast Radio Bcstg. Corp. (KPOL-FM), Los Angeles, Calif., effective Dec. 1; Telesound Bcstg. Corp. (KXTR), Kansas City, Mo.; James Arnold Hornbuckle (WAHR), Huntsville, Ala., and KING Bcstg. Co. (KING-FM), Seattle, Wash. Ann. Nov. 18.

APPLICATIONS

WMRT (FM) Lansing, Mich.—Request to established new SCA, multiplex basis, to be operated on sub-carrier frequencies of 41 kc and 67 kc. Amended to change frequencies to 42 kc and 67 kc. Ann. Nov. 18.

Ownership Changes

APPLICATIONS

KGEI Belmont, Calif.—Seeks assignment of license from **KGEI Inc.** to **Far East Bcstg. Inc.** for $105,000. Principals are **John C. Broger, Robert H. Bowman** and **William J. Roberts.** Mr. Broger is deputy director, Armed Forces Information & Education. Mr. Bowman is in advertising, as is Mr. Roberts. Ann. Nov. 13.

KGMS-FM Sacramento, Calif.—Seeks assignment of license from **Capitol Radio Enterprises** to **Family Stations Inc.** for $25,000. Applicants are **Harold Camping, Lloyd Lindquist** and **Richard Palmquist**, 33⅓% each. Family Stations Inc. is licensee of KEAR San Francisco, Calif. Ann. Nov. 19.

KRAK-AM-FM Stockton, Calif. — Seeks transfer of control from **Golden Valley Bcstg. Co.** to **Hercules Bcstg. Co.** for $550,000, payment for common stock. Principals are **Manning Slater** and **J. Kenneth Bradley** 35.7% each and others. Mr. Slater is station manager of WICC Bridgeport, Conn. Mr. Bradley is lawyer. Ann. Nov. 19.

WLOD Pompano Beach, Fla.—Seeks transfer of control from **WLOD Inc.** to **Franklin Bcstg. Co.** for $290,000. Principals are **William F. Johns Jr.** 80%, **Robert J. Flynn** 10% and others. Mr. Johns is publisher of trade paper. Mr. Flynn is minority owner of WMIN. Ann. Nov. 24.

WTVH (TV) Peoria, Ill.—Seeks assignment of license from **Hilltop Bcstg. Co.** to **Metropolitan Bcstg. Corp.** for $610,000 plus agreement not to compete for 2 years. Metropolitan Bcstg. Corp. is licensee of WNEW-AM-FM-TV New York, WTTG (TV) Washington and WHK-AM-FM Cleveland, Ohio. Ann. Nov. 18.

WHAS-AM-TV Louisville, Ky. — Seeks transfer of control from **Courier-Journal & Louisville Times Co.** to **Barry Bingham** 41% and others. Transfer from corporation to common stockholders. No financial consideration involved. Ann. Nov. 19.

WSTR-AM-FM Sturgis, Mich.—Seeks assignment of license from **WSTR Inc.** to **Water Wonderland Bcstg. Co.** for $115,000. Applicant is **Charles E. Anthony** 24.5% and others. Mr. Anthony is general manager of WWBC Bay City, Mich. Ann. Nov. 23.

WROA Gulfport, Miss.—Seeks assignment of license from **Electronics Research of Evansville (Ind.)** to **Charles W. Dowdy**, sole owner, for $80,000. Mr. Dowdy is commercial manager of WMGR Bainbridge, Ga. Ann. Nov. 18.

WISE Asheville, N.C.—Seeks assignment of license from **Radio WISE Inc.** to **Arlington-Fairfax Bcstg. Inc.** (licensee of WEAM, Arlington, Va.) for $150,000. No ownership change since **Harold H. Thoms**, purchaser, is 99% owner of WISE. Mr. Thoms also has interests in WKLM Wilmington, WMSJ Sylva, WCOG Greensboro, all North Carolina. Ann. Nov. 19.

WKLM Wilmington, N.C. — Seeks assignment of license from **WKLM Inc.** to **Arlington-Fairfax Bcstg. Inc.** (licensee of WEAM, Arlington, Va.) for $100,000. Principals are **Harold H. Thoms** 71% and **Robert R. Reynolds** 28%, and others. Mr. Thoms is majority owner of WISE Asheville, N.C. and minority owner of WKLM Wilmington, (20%), WMSJ Sylva, WCOG Greensboro, all North Carolina. Mr. Reynolds is retired. Ann. Nov. 19.

KMAM Tularosa, N.M.—Seeks transfer of control of **Tularosa Bcstg. Corp.** from **Max I. Rothman**, sole owner, to **Tee Casper** for $3,000. Applicant is former general manager of KRES St. Joseph, Mo. Transferee has agreed to supply $10,000 of additional capital to licensee on corporation basis to assure continued operation. Ann. Nov. 23.

KMFM (FM) Tularosa, N.M.—Seeks transfer of control of **Tularosa Bcstg. Corp.** from **Max I. Rothman**, sole owner, to **Tee Casper** for $3,000. Transferee has agreed to supply $10,000 of additional capital to licensee on corporation basis to assure continued opera-

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Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D.C. REpublic 7-3984
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
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tion. Mr. Casper is former general manager of KRES St. Joseph, Mo. Ann. Nov. 23.

WIP-AM-FM Philadelphia, Pa.—Seeks assignment of license from **WIP Bcstg. Inc.** to **Metropolitan Bcstg. Corp.** for grant of 150,000 shares of Metropolitan stock to WIP stockholders (valued at $2.7 million) and assumption of station liabilities totalling $2,100,000. Metropolitan Bcstg. Corp. is licensee of WNEW-AM-FM-TV New York, WTTG (TV) Washington, and WHK-AM-FM Cleveland. Ann. Nov. 18.

WSES (TV) Philadelphia, Pa. — Seeks transfer of control of **Philadelphia Bcstg. Co.** from **William L. Jones** 56%, **Isadore B. Sley** 28-4/7%, and others to **William L. Jones, Theodore R. Hanff, Isadore B. Sley,** all 28-4/7% and others. Mr. Hanff is manufacturer of precast stone products.

KVIL Highland Park, Tex.—Seeks transfer of control of **University Advertising Co.** from **Charles H. Meeks** 12.5%, **John J. Coyle** 25%, **E. Constantin Jr.** 25% and others to **Messrs. Coyle** and **Constantin Jr.** for $2,084 paid by Mr. Coyle to Mr. Meeks. Ann. Nov. 19.

WEVA Emporia, Va.—Seeks involuntary transfer of control of **Stone Bcstg. Corp.** from estate of **Maxey E. Stone,** deceased, to **Willis L. Stone,** administrator of estate. Ann. Nov. 23.

Hearing Cases

FINAL DECISIONS

By order, Commission adopted and made effective immediately Aug. 18 initial decision and granted application of Harold Lampel for new class A fm station to operate on 94.3 mc in Garden Grove, Calif. Ann. Nov. 18.

By memorandum opinion and order, Commission granted petition by Satellite Center Radio Co. to extent of modifying issues to include 307 (b) considerations in proceeding on applications of Satellite and Denver Bcstg. Co. for new am stations in Arvada and Denver, Colo., respectively and placed burden of proof on applicants; dismissed as moot or denied petition in other respects. Ann. Nov. 18.

OTHER ACTIONS

By memorandum opinion and order, Commission (1) denied, for untimely filing, petition by Upland Bcstg. Co., Upland, Calif., to enlarge issues and reopen record in am proceeding, and (2) on own motion, enlarged issues to determine whether proposal of Robert Burdette & Assoc. Inc., West Covina, Calif., is in contravention of proposed U.S.-Mexican agreement. Comr. Cross dissented. Ann. Nov. 18.

By order, Commission amended Sec 3.313 (c) of its rules to delete last sentence which provided that, in processing fm applications, Commission could assign channel different from that requested in application. This provision is no longer necessary in view of deletion in 1958 of table of assignments for class B fm channels. Ann. Nov. 18.

By memorandum opinion and order, Commission dismissed protest and petition for rehearing by Capitol Bcstg. Inc. (WHCT [TV] ch. 18), Hartford, Conn., directed against Sept. 23 grant of applications for transfer of control and assignment of licenses and cp of The New Britain Bcstg. Co. WKNB and KNBC (TV) ch. 30, New Britain, Conn., from National Bcstg. Co. to Connecticut Television Inc. Comr. Bartley abstained from voting. Ann. Nov. 18.

Ulster County Bcstg. Co., Ellenville, N.Y.—Designated for hearing application for new am station to operate on 1570 kc, 250 w, D and disposed of certain related pleadings in that connection. Comr. Bartley concurred. Ann. Nov. 18.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through November 24

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,381	58	85	736
FM	607	61	158	113
TV	466[1]	57	98	130

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through November 24

	VHF	UHF	TOTAL
Commercial	446	76	522
Non-commercial	33	10	43

COMMERCIAL STATION BOXSCORE

As reported by FCC through October 31, 1959

	AM	FM	TV
Licensed (all on air)	3,366	605	466[1]
CPs on air (new stations)	62	51	55[2]
CPs not on air (new stations)	97	159	97
Total authorized stations	3,525	816	669
Applications for new stations (not in hearing)	487	77	59
Applications for new stations (in hearing)	240	28	67
Total applications for new stations	727	105	126
Applications for major changes (not in hearing)	627	28	29
Applications for major changes (in hearing)	167	6	17
Total applications for major changes	794	34	46
Licenses deleted	1	1	1
CPs deleted	0	0	1

[1] There are, in addition, ten tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 38 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

Routine Roundup

ACTIONS ON MOTIONS

By Commissioner John S. Cross

Granted petition by Tri-County Bcstg. Corp., Plainfield, N.J., for extension of time to Nov. 25 to file replies to exceptions in proceeding on its am application, et al. Action Nov. 19.

Granted joint petition by Buckley-Jaeger Bcstg. Corp., Providence, R.I., and WHDH Inc. (WHDH-FM) Boston, Mass., for further extension of time to Nov. 30 to reply to petition by Broadcast Bureau for reconsideration of Commission action on their fm applications. Action Nov. 19.

By Chief Hearing Examiner James D. Cunningham

Ordered Louis Helfman to file within 10 days in affidavit form certain information in connection with his petition to dismiss without prejudice his application for new am station in Fontana, Calif., which is in consolidated hearing et al. Action Nov. 18.

Dismissed petition by Wolf Creek Bcstg. Co. (WFLW) Monticello, Ky. for leave to intervene in proceeding on am applications of Howell B. Phillips and WMCV Inc., for new stations in Williamsburg and Tompkinsville, both Ky. Action Nov. 19.

Scheduled hearing for Jan. 11, 1960 in proceeding on am applications of James J. Williams and Charles E. Springer for new stations in Williamsburg and Highland Springs, Va. Action Nov. 18.

Dismissed petition by Granite City Bcstg. Co., Mt. Airy, N.C., to dismiss without prejudice its am application which was in consolidated hearing. Application was dismissed with prejudice. Action Nov. 18.

Granted petition by Howell B. Phillips for dismissal without prejudice of his application and retained in hearing status application of WMCV Inc., for am facilities in Williamsburg and Tompkinsville, Ky. Action Nov. 20.

By Hearing Examiner J. D. Bond

Scheduled further prehearing conference for Dec. 16 in proceeding on am applications of Cookeville Bcstg. Co., Cookeville, Tenn., et al. Action Nov. 17.

By Hearing Examiner Basil P. Cooper

Granted joint petition by W. H. Hansen and Grabet Inc. Radio Enterprises for extension of time from Nov. 16 to Nov. 30 for exchange of exhibits in proceeding on their applications for new am stations in Tucson, Ariz. Action Nov. 16.

Granted motions by Broadcast Bureau, The Dodge City Bcstg. Inc., and The Seward County Bcstg. Inc., Liberal, Kans., to correct transcript of record in proceeding on application of Dodge for new am station in Liberal, Kans. Action Nov. 16.

By Hearing Examiner Charles J. Frederick

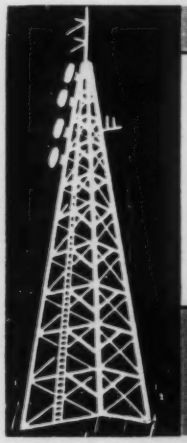
Granted request by Radio Toms River, Toms River, N.J., and scheduled oral argument at 9 a.m., Nov. 25, on petition by Harlan Murrelle and Associates, Lakewood, N.J., for leave to amend its am application, and related pleadings, et al. Action Nov. 18.

Dismissed as moot joint petition by applicants in Moline, Ill., tv ch. 8 proceeding to redesignate dates for filing findings and granted amended joint petition and designated Dec. 15 for filing proposed findings and Jan. 15, 1960 for filing reply findings in lieu of presently set dates of Dec. 1 and 31, respectively. Action Nov. 20.

By Hearing Examiner Millard F. French

On own motion, continued indefinitely hearing scheduled for Nov. 23 in proceeding on am applications of Graves County Bcstg. Inc., Providence, and Muhlenburg Bcstg. Co. (WNES) Central City, Ky. Action Nov. 19.

Continued on page 89



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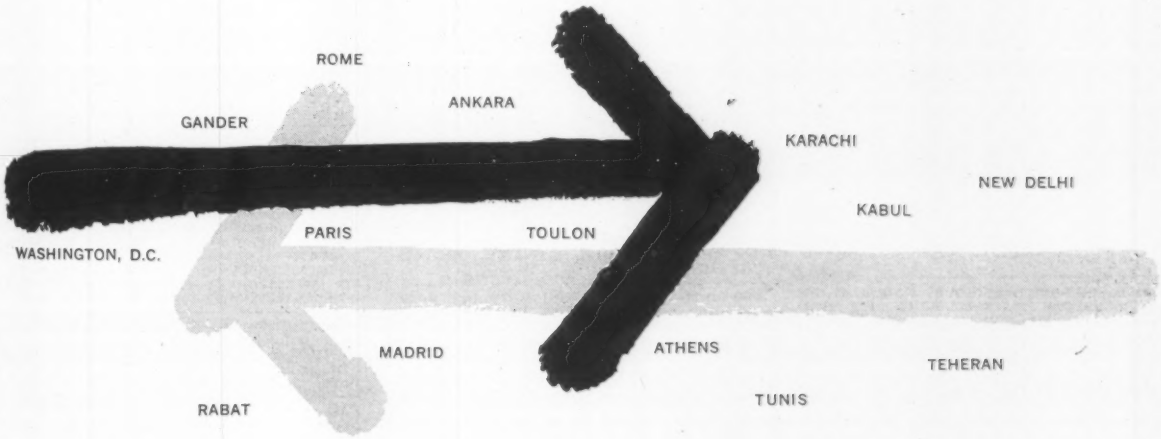

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RADIO

Help Wanted—Management

North Carolina small market daytime station has excellent opportunity for experienced manager with sales ability. Desire civic minded, dependable, sober man who can operate profitably with small staff. Good base salary plus commission. All replies kept confidential. Box 335R, BROADCASTING.

Sales

$125.00 weekly for salesmen. Also bonus and commission. Metropolitan market east coast. Opportunity unlimited. Box 865P, BROADCASTING.

$100-$150 weekly guarantee plus commission and bonus plan for aggressive self-starter salesmen. Top station Washington, D.C. market. Box 867P, BROADCASTING.

Northern Ohio medium market needs 2 men, building for top grosses, experienced men only. Box 308P, BROADCASTING.

California, KCHJ, Delano. Serves 1,300,000. **Increasing sales staff.**

Experienced salesman for Kingsport, Tennessee station serves three hundred thousand. W.V. Ramsey, Mountain City, Tenn. Park 7-4321.

Announcers

Modern number one format station in one of ten largest markets auditioning fast-paced, live-wire announcers. Key station leading chain offers big pay, big opportunity. Send tape to Box 864P, BROADCASTING.

Miami station serving large south Florida area is seeking audition tapes from qualified, experienced disc jockeys. Warm personality and proven success are requisites. Send tape and resume to Box 266R, BROADCASTING.

Southeast Arkansas daytimer needs experienced early morning announcer after January first. Send background. Box 289R, BROADCASTING.

Wanted immediately by top-notch (Ohio) formula radio station. Disc jockey, news man, or copywriter. Must have 1st class license. Rush tape, photograph, complete resume, with first letter. Either category must have 1st class license. No others need reply. Box 328R, BROADCASTING.

Experienced disc jockeys and newsmen. Opening immediately. Men selected must be experienced, must be good. Wonderful opportunity. Send complete information plus air check. Box 362R, BROADCASTING.

If you're 30 or so, have several years solid commercial radio background, including news gathering and writing experience, here's your opportunity: combination deejay and newsman on evening shift till 10:30 p.m. at northeastern Illinois kilowatt. Format station emphasizing local news, sports and adult music—standard and pop tunes with strong melody. No top 40, no rock'n' roll, no country and western, no rhythm and blues. Personal interview required. Free life, hospital, medical insurance, sick pay bonus, pension plan. List age, education, family status, references, experience in detail. Box 369R, BROADCASTING.

Experienced midwest announcer with flair and interest in programming and production spots for Chicago area station. 1st phone could help. Full particulars please. Box 377R, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Morning man, between 25 and 35—at least 3 years experience, thousand watt eastern Pennsylvania live wire. Great opportunity. Box 388R, BROADCASTING.

Daytimer Pennsylvania needs thinking man's announcer who can speak American and read. You must be employed at present station at least two years. We'll pay enough to get you. Box 389R, BROADCASTING.

Announcer—first phone, no maintenance. All night show midwest metropolitan market. Box 390R, BROADCASTING.

An experienced combination announcer-engineer can start 1960 right with a fine salary at this progressive 500 watt daytime station. Write fully. Box 394R, BROADCASTING.

Wanted—two first phone good, announcers. Station located in beautiful, sunny southern Florida. Immediate openings, excellent opportunities, excellent pay. Send tape and complete resume. Box 400R, BROADCASTING.

Announcer-engineer. Must have first ticket. Sound good on the air. 5,000 watt operation in mid-America. Immediate opening for experienced man. Salary open. Write or wire Box 420R, BROADCASTING.

Wanted: Mature, experienced announcer. Must be reliable and good worker. Attractive position. Write Box 426R, BROADCASTING.

Newsman-announcer. Uninterrupted music operation near New York. Excellent working conditions. 40 hour week $85.00, plus sales opportunity. Send background, tape. Box 437R, BROADCASTING.

Suburban New York for the experienced newsman-announcer who wants to get into big-time radio. Here's your opportunity to be heard by New York broadcast executives who live in our area. Box 438R, BROADCASTING.

KBUD, Athens, Texas, seeking experienced staff announcer. Salary open.

Opportunity for married staff announcer. Send resume. Network station. KFRO, Longview, Texas.

Personable midwesterner who earnestly prefers small market sanity, success and satisfaction. Good future in exclusive daytimer, progressive community, for steady, dependable, young adult who reads well, talks straight, sounds happy, runs own board, programs adult popular music, digs local news, accepts responsibility, likes and is liked. January start. Send or (if close by) bring history, references, photo, audition tape and salary requirements. R. B. Cupp, owner-manager, KOFO, Ottawa, Kansas.

Staff announcer wanted for 1000 watt ABC affiliate. Excellent opportunity for someone with a year or two of experience. Send resume and audition to Paul Rahders, KSDN, Aberdeen, South Dakota.

Staff man who can also handle play-by-play and news. KWHW, Altus, Oklahoma.

WCHB is looking for top, experienced negro deejay. Must be intelligent, reliable, original and sober. Send audition tape and complete resume to: George White, Program Director, WCHB, Inkster, Michigan.

Immediate opening experienced announcer. WEAV, Plattsburgh, New York.

Opening for staff announcer and announcer-salesman in good popular music station. Salary open. Call or write Ken Gordon or Bill Poole, WFTR, Front Royal, Virginia.

Help Wanted—(Cont'd)

Announcers

Radio news man needed immediately at WGNS, Murfreesboro, Tenn. Contact W. R. Vogel. Interview necessary.

Straight staff announcer for network station. Some experience preferred. WLDB, Atlantic City, N.J.

Polished, versatile announcer needed at WMMT, McMinnville, Tenn. Interview required. Contact D. W. Martin, Gen. Mgr., enlarging our staff.

Immediately, experienced announcer, adult programming. Call, WNAE, Warren, Pennsylvania.

AM-TV versatile staff man needed by January 1st; knowledge of and ability with standard music essential; good radio board operation required; capable of morning shift possibility; no news. An addition to our staff—not a replacement. Address complete resume, snapshot, requirements and air check (commercials and music programming) to Program Director, WOC-AM-FM-TV, Davenport, Iowa.

Announcer-salesman for southern Maryland daytime station. Some experience and training necessary. Salary and commission. Send background and tape to WPTX, Lexington Park, Md.

Urgently needed—news director—emphasis delivery. Wanted immediately by young, progressive chain station in metropolitan market. Send tape, photo, resume, and salary requirements air mail to Bill Cartwright, WRNY, Rome, N.Y.

Modern 5000w directional am seeks top combo man for pleasant, fast moving operation. Security, good wages. For full details, write with resume, WSMN, Nashua, New Hampshire.

Fast growing Florida network fulltimer has opening for mature, experienced, personable morning man January 1. Good pay and unusual opportunity. Send tape, photo, resume. WSTU, Stuart, Florida.

Wanted, experienced announcer with first phone. WSYB, Rutland, Vermont.

Announcers. Fast action for job hunters. Prompt confidential service from active broadcaster who knows the score. Tape, resume to: Tony James, Disk Jockey Placement Center, 100 West 42nd St., New York City.

Do you want bigger ratings, greater success, more money? Have them all! Develop your natural talent and imagination at writing clever, funny quips and chatter. Get this "Method Package"—only $5.95. Methods, P.O. Box 1, Elkhart, Indiana.

Announcers losing jobs? Lack that professional sound? Audition tape not a polished . . . showcase? See New York School of Announcing display ad in Help Wanted column.

Daytime, music, news, sports, combo station, amply staffed, medium market, needs morning dj. Top air salesman, family man. Five-day week. Excellent facilities. Rush tape, resume, photo, recent earnings to Jack Sandstrom, Box 211, Sharon, Pa.

Technical

1,000 watt station in southeast has opening for chief engineer-combination announcer. Good salary and excellent working conditions for right man. Send resume, references and tape to Box 176R, BROADCASTING.

Recording technician-disc cutter. Live in Florida. Music knowledge helpful. Maintain equipment. Send full particulars first letter. Reply Box 346R, BROADCASTING.

Help Wanted—(Cont'd)

Technical

February 1st opening for combination engineer and announcer. Daytimer in northern New York. Box 132R, BROADCASTING.

Leading Florida network station needs first class transmitter engineer. Good opportunity for right man. No announcing. Car necessary. Box 385R, BROADCASTING.

Wanted—Engineer-announcer. Must be good on maintenance and have directional experience—new Gates equipment—1000 w daytime. Salary negotiable. Send resume, references and tape to Box 386R, BROADCASTING.

Progressive station in nice southeastern Kentucky town needs engineer-announcer. Emphasis on country music shows, some news. Send tape, references. Box 403R, BROADCASTING.

1st phone combo-man wanted for Chicago suburb good music station. Box 418R, BROADCASTING.

Opening transmitter engineer. First phone. 5 kw directional. Resort area. Country living. No drifters. Box 430R, BROADCASTING.

Combo. Idea factory with hometown sound needs chief. Limited or regular announcing, as desired. Need friendly guy for friendly staff. Good man, good pay. Write Ted Rand, KDRS, Paragould, Arkansas.

Experienced engineer for studio maintenance. Must be familiar with DuMont equipment. Will send right man to Ampex Videotape school. Contact Chief Engineer, KOOL-TV, Phoenix, Arizona.

5 kw fulltime DA-N midwest city 100,000 needs chief engineer. Contact KRES, St. Joseph, Missouri.

Chief engineer for 1 kw station using three tower directional and remote control. Experience with phasing, check measurements and audio equipment maintenance essential. Write Manager listing training and experience. KSDN—Radio, Aberdeen, South Dakota.

Broadcast engineer needed for studio, remote and tape recording. Write E. M. Sears, Personnel Manager, Box 62, Bloomington, Indiana.

Production-Programming, Others

Copywriter and traffic assistant. Large metropolitan station. Top pay. Box 863P, BROADCASTING.

Private secretary and girl Friday. Large metropolitan station. $80-$100 weekly. Box 866P, BROADCASTING.

Traffic director, large metropolitan station. Excellent pay. Box 868P, BROADCASTING.

Copywriter. Midwest metropolitan market. Give complete resume, references. Box 246R, BROADCASTING.

Public relations position. Large midwest corporation needs man to help in public relations radio-tv activity. Experience in radio-tv news gathering, writing and production required. Knowledge of motion picture production desirable. Send complete resume and salary requirements immediately. All replies confidential. Box 406R, BROADCASTING.

Wanted: First class newsman. Must be hard worker, have car. Good future for right man. Send details to Box 427R, BROADCASTING.

Production director with first class ticket to supervise program operations at new prestige fm station in beautiful Fort Lauderdale. Good announcing voice essential. Future unlimited for right man. Rush full particulars and references to WFLM, 611 Sweet Bldg., Fort Lauderdale, Florida.

Wanted, copy and production experience. Good pay with extras. Send all particulars Bill Lipman, WLIP, Kenosha, Wisconsin.

Top pay for top copy-writer who can use imagination, creativity, and produce better than average copy. Top station, wonderful climate. Airmail sample production copy, photo and complete resume to Dick Clark, WMFJ, Daytona Beach, Florida.

RADIO

Situations Wanted—Management

Available. Top manager for top ownership. Experienced all phases. Outstanding sales. Creative. Civic leader. Absolute loyality to employer. Write Box 263R, BROADCASTING.

Attention Florida stations—Ten years successful radio and television sales and management. 34, college. Available for sun and good proposition. Write Box 336R, BROADCASTING.

California opportunity wanted. Am young, honest, hardworking. Have 8 years radio and tv management and sales. Desire opportunity in the Golden West. Box 337R, BROADCASTING.

Add $30,000 billings in 1960! My management and "Power Radio" techniques can do it. This terrific combination available for California or Arizona. Let's talk. Box 396R, BROADCASTING.

Manager-sales—15 years, sports and news background. Good station, medium market that wants to increase earning power. Box 407R, BROADCASTING.

Management team. Two men. Will assume all payroll expense. You pay operating expense. We split gross fifty-fifty. Box 413R, BROADCASTING.

Manager-salesman-announcer, 13 years experience seeks top spot in small-medium Florida market. Excellent references and background. Available January. Box 415R, BROADCASTING.

Chance wanted to manage small market station in north-east. Experience: Sales, program director, engineering. Family man. Age 37. Box 424R, BROADCASTING.

Stable manager available for stable ownership. Experience in depth. Top-notch all the way. Prefer southeast. Desire incentive plan that produces five figures. Box 434R, BROADCASTING.

Situations Wanted—(Cont'd)

Sales

Salesman-announcer. Strong news. Soft and hard sell voice. 36, married, mature, reliable. Presently employed. Seeking employment with future. Box 433R, BROADCASTING.

Experienced salesman-announcer. Kenny Lee Strick, WMNS, Olean, New York.

Announcers

Versatile, experienced, young radio man. Employed, desire larger market. No top-40, hillbilly, or r-r/r-b. Minimum $100. Box 254R, BROADCASTING.

Sports and special events broadcaster, experienced both radio and television fields and featured as play-by-play announcer for football, basketball and baseball in major league city, wishes to make change. Can also handle direction and production. Box 326R, BROADCASTING.

Announcers, with ambition, some talent, will travel. Box 338R, BROADCASTING.

Young lady with pleasant voice. Show, spots, copy, type. Reliable. Box 387R, BROADCASTING.

Announcer-dj. Fine background. Smooth, crisp delivery for "on-the-air" sellability. Family man, 29, versatile and dependable. Sales also. Locate anywhere. Stability a "must." Box 392R, BROADCASTING.

Help! Wanted—a job. Currently employed dj-announcer with 1½ years commercial, 2 years AFRTS experience, seeks re-location. Army completed. Don't reply unless you're prepared to pay at least $100 per week. Tape, photo, resume. Box 393R, BROADCASTING.

Top country and western dj desires change after six years same station. Family man. Dependable, hard worker. Also handle gospel and adult pop. Resume, tape on request. Box 395R, BROADCASTING.

Immediate openings at RCA for . . .

BROADCAST SYSTEMS ENGINEERS

Highly responsible positions are open to men who have experience in audio and TV equipment applications in broadcast studios. Salaries and opportunities for professional growth are both excellent.

As an RCA Broadcast Systems Engineer, you will work directly with such customers as radio and TV stations and recording studios. Acting in an advisory capacity, you can be the man who analyzes the customer's needs and designs the system which specifically answers his requirements.

You may work with TV installations (either black and white or color), AM-FM, Hi-Fi and stereo audio equipment, terminal equipment, mobile or closed circuit systems. Components include the latest and most exciting RCA products such as cameras, mikes, consoles, audio and video tape, loudspeakers, projectors, amplifiers, transmitters, multiplexors, etc.

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RCA,
Bldg. 10-1
Camden 2, New Jersey

RCA

RADIO CORPORATION OF AMERICA

Industrial Electronic Products

Situations Wanted—(Cont'd)

Announcers

Young, experienced newsman, victim of circumstances, interested in writing, gathering, airing news operation anywhere in United States. Presently working as news editor-deejay in northeast. Available immediately. Car. Box 397R, BROADCASTING.

Intelligence, imagination, character, stability and experience! Family man, excellent announcer, looking for unusual offer from unusual station. Now earning $100 in Michigan. FM, good music, special interest and non-formula stations please reply. Box 399R, BROADCASTING.

New York state and northeast—Staff announcer, 23, vet, SRT graduate. Ready anytime after January 1. Will answer all replies and if feasible appear for an audition. Box 402R, BROADCASTING.

Sports announcer, seven years background play-by-play. Top references. Box 405R, BROADCASTING.

Announcer, married, 4 years experience news specialist. Prefer S.E. Box 409R, BROADCASTING.

Experienced dj-newscaster looking for larger market, preferably in northeast. Box 410R, BROADCASTING.

Announcer, colored, married, veteran. 2 years professional experience. College graduate (AB Speech), radio school graduate, hold first ticket. Mature voice, excellent diction, capable of doing convincing newscast, sane dj show, good commercial selling. Resume, tape and picture upon request. Box 414R, BROADCASTING.

Negro announcer, network quality. Excellent gospel, productions, references. Desires future. Box 417R, BROADCASTING.

Sportscaster-salesman. 10 year play-by-play now managing successful operation. Emphasis on sports. Want major market—$8000.00 minimum. Box 419R, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Staff announcer, 25, married, experienced, dependable, prefers independent, interview arranged. Box 423R, BROADCASTING.

Experienced announcer available immediately. Prefer east coast. Tape, etc., upon request. Box 441R, BROADCASTING.

Announcer—first phone. Excellent air sales, good morning man, experienced emcee, no drifter. Three years experience, desires location within 120 miles of the Twin-Cities. 623 Iglehart, St. Paul 4, Minnesota.

Announcer, experienced, available two weeks. Contact Don Cicero, WCSS, Amsterdam, N.Y.

Zeke Clements, country dj available. Phone, CA-nal 86847, 1223 Pennock Ave., Nashville, Tenn.

First-ticket staff announcer. Operate board. Married, 22, not afraid of work. Louis Perissini, 329 - 7th Ave., Oakland, California. Phone 2381.

First license experienced announcer. Within hundred miles Washington. No maintenance. Outstanding classical. Quality news, commercials. Neil Wolford, TE. 6-3937. 506 Four Mile Road, Alexandria, Virginia.

Technical

Have first phone, will travel. 15 months at 5 kw. Would like western locale. Resume, tape upon request. Box 322R, BROADCASTING.

Experienced engineer. No announcing. Available immediately. Radio or tv. Box 344R, BROADCASTING.

Combo man, first phone; prefer Florida. Trained in all phases of Broadcasting. Available January first. Box 408R, BROADCASTING.

Chief engineer, 4½ years experience. Directional experience, fair announcer. Presently employed. Excellent references. Married. Desire permanent position. Starting salary $108. Box 412R, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Chief engineer midwest am-fm station desires job in tv. 3 years experience in broadcast radio. Family man, will go anyplace in U.S. Box 422R, BROADCASTING.

Chief engineer 20 years experience am-fm directionals. Best references, permanent. Bill Alford, P.O. Box 902, Lakeland, Florida.

Engineer. First class ticket. Three years chief small station. Slightly handicapped. Married. Owns car and housetrailer. Prefer Rocky Mountain or midwest. Loren Gold, P.O. Box 574, Fort Collins, Colorado.

Graduate of DeVry Technical Institute of Chicago, Illinois, with 1st class F.C.C. license wants work in radio or television station. Donald Meinders, Fox Lake, Wisconsin. Phone R4-12.

Production-Programming, Others

Outstanding Los Angeles dj will program your station. All replies answered. Box 283R, BROADCASTING.

Program director, mature, experienced, flexible, desires connection with established, reliable station. Prefer adult appeal. Married, family. Available 2 weeks. Write Box 318R, BROADCASTING.

Gal Friday, receptionist, experienced, can write copy, learn traffic, reliable. Box 404R, BROADCASTING.

Newsman: Will re-locate, 3 years experience, references, desire $75 weekly, now employed, newspaper experience, will supply "air" tape. Box 429R, BROADCASTING.

Sports director. Currently with tv and am station in large eastern market. Also staff work. Excellent play-by-play. College grad, 33 years old, married, two children. $150-minimum. Box 431R, BROADCASTING.

Recent M.A. graduate, social psychology; ETV attitude polling and design anaylsis experience; desires research opportunity with production of educational or informational tv. Will relocate. Post Office Box 1364, Milwaukee 1, Wisconsin.

TELEVISION

Help Wanted—Management

Experienced general manager wanted for Sacramento television station. Top earnings, stock options available for right man. Assume complete charge of progressive uhf station. Send complete details to Mel Lucas, Station KVUE, P.O. Box 9197, Fort Sutter Station, Sacramento, California or call GL-2-2646 for appointment and interview.

Sales

Young, aggressive television salesman needed immediately. Must have proven background. Position offers future with unlimited earnings. Apply only if you are not afraid to work and enjoy living in small community. We are a new station affiliated with CBS. Address all correspondence to Sales Manager, KBLR Radio-TV, Goodland, Kansas.

Announcers

Are you more than just a bright, fast dj? Can you do tv commercials, mc and conduct shows? Number one radio and NBC-TV affiliate in medium midwest market. Send tape, photo and resume to Box 439R, BROADCASTING.

Technical

Major midwest market—assistant chief engineer with excellent advancement opportunities. Fully equipped progressive station needs highly qualified man to do both technical and administrative work. Confidential nature of all replies will be fully respected. Box 354R, BROADCASTING.

Transmitter engineer needed for newly installed RCA 25 kw transmitter. Position now open. Contact Chief Engineer, KCSJ-TV, Pueblo, Colorado.

Engineer 1st class. Small vhf. Good working and living conditions in Wyoming number one market. Contact Marion Cunningham, KTWO-TV, Casper, Wyoming.

AUDIO PRODUCT SALES

Immediate opening. Excellent position for broadcast engineer experienced in all phases audio equipment and systems.

Responsible position in Mid-West sales office of leading broadcast equipment manufacturer.

Travel limited. Complete company benefits. For interview with Sales Engineering Management send resumé and photo to

BOX 444R, BROADCASTING

Help Wanted—(Cont'd)

Technical

Have responsible position open for experienced first class capable of assuming responsibility for tv transmitter and associated equipment. Prefer family man desiring to make home in pleasant community having excellent schools (State College), churches, hospitals, water and field sports and lower living costs. KAYS, Inc. operates an aggressive am-tv combination offering top pay, pension, vacation, sick-leave plans, and ideal working conditions. Title determined by ability. No phone calls, please. Send resume, references and salary requirements to: Technical Director, KAYS, Hays, Kansas.

TV engineer—Leading station expanding staff has opening for transmitter operator. Actual tv experience not necessary, but must have first class license and ability, learn quickly with proper training under guidance chief engineer. WSAV-TV, Savannah, Georgia.

TV studio engineers for design, test, and field engineering. Rapidly expanding progressive company. All benefits, plus rapid advancement for qualified engineers. Foto-Video Laboratories, Inc. CE. 9-6100, Cedar Grove, New Jersey.

Production-Programming, Others

Help wanted tv director with experience in every phase of production. Contact Eddie Osborn, KHOL-TV, Holdrege, Nebraska.

Interest in personnel experienced in film department operations. Send complete resume, recent photo and salary requirements to Herb Buck, Program Director, WCTV Television, Tallahassee, Florida.

Continuity director to take charge of 3-person department. Must be experienced, creative writer with college background. Send samples, photo, all information first letter. Robert H. Krieghoff, WTOL-TV, Toledo, Ohio.

TELEVISION

Situations Wanted—Management

Do you believe in: Your market and its future growth? Your station as an important part of that market and a place of opportunity? Your city as a place to raise a family? Available: Assistant sales manager who'll trade his talents, experience, youth and enthusiasm for an opportunity with you. Write Box 425R, BROADCASTING.

Announcers

Wanted, western tv station to support wife and two children; Exchange for services of talented, versatile, experienced announcer. Tape on request. Box 356R, BROADCASTING.

Technical

Experienced, uhf, new station installations, remotes, microwave, maintenance. 1st phone. Looking for advancement. Available January 1st. Interesting resume upon request. Box 323R, BROADCASTING.

Can offer eleven years of tv maintenance, construction and administration to a medium market station in need of good technical supervision. Box 339R, BROADCASTING.

Engineer, transmitter, studio; 1st phone. Prefer northeast or midwest. John Wilkev, 950 Hoe Avenue, Bronx 59, N.Y. WY 1-6753.

Production-Programming, Others

Young man, now in radio, desires change to tv production. Work maximum hours, minimum pay to start. Box 371R, BROADCASTING.

Producer-director-announcer, now in major market; ten years radio-tv-theatre, all phases, seeks better climate for family. Money secondary. Box 398R, BROADCASTING.

Writer, prolific, with numerous provocative, new exciting programs and ideas. Other invaluable talents. Desire position with station, production firm, agency. Box 421R, BROADCASTING.

Copy director of 50 kw station seeks slot in progressive, growing station. Specialize in successful mail pulls, imaginative copy and promotion. Box 374R, BROADCASTING.

FOR SALE

Equipment

Two Ampex stereo portable recorders. Model 350-2. Original price $1995.00, available immediately for $1300.00. Serviced by Ampex representative. Guaranteed condition. Box 428R, BROADCASTING.

Western Electric 5A fm frequency—modulation monitor 97.3 mcs. Good condition. $300 fob. Box 440R, BROADCASTING.

Ampex 350 tape. RCA BC-5B consolette, Raytheon RC-11 studio console, Rek-O-Kut disc cutter. RCA 77-DX mikes. American Concertone Model 62 recorder. RCA BQ-2B three speed turntable. Speakers. Much more. All immaculate! Chris Borden, Box 5012, Tucson, Arizona. Ph EA 6-9808.

RCA TK-41 live color camera. 1100 hours total operation. Better than new, has been de-bugged. Console rack installation. Includes camera pedastal, frequently std., and color bar generator. Complete details upon request. KJEO-TV, Fresno 17, California.

250 watt am Western Electric 310-B transmitter FCC approved. Being removed from service. Perfect for standby. $400. KLEX, Lexington, Missouri.

RCA linearity checker WA-7C, $1500.00. RCA color signal analyzer WA-6A, $1600.00. Purchase both for $3000.00. KVIP-TV, Redding, California.

2 Gates CB-11 turntables. Both units in good condition and have 45-rpm adapters. First $100.00 check will take both units or will sell separately for $60.00 each. Radio Station KXIT, Dalhart, Texas.

Field intensity meter, Federal 101-C, with 530 to 1600 kc loop antenna, in excellent condition, $250.00. WCAE, Inc., Pittsburgh 30, Pa.

Stainless 430′ type G-8 guyed tower and lighting equipment, excellent condition, dismantled, ready for shipment. Write Beecher Hayford, WESH-TV, Daytona Beach, Florida.

Used communication products 101-506 3⅛" transmission line, 19 lengths, 26 spring hangers 122-506, four gas stops 106-506, bullets. Above used outdoors 6 years. WHEC-TV, Rochester, N.Y.

Collins 21A 5 kw transmitter maintained in original condition, only factory-approved modifications, now operating. Excellent quality. Ten years old. Price $4,000. Terms. Address Radio Station WISE, Box 75, Scenic Highway, Asheville, N.C.

Channel (22) uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

Video monitors. Closed circuit and broadcast. See Foto-Video Laboratories' ad today on page 70.

Two new RCA RT-11/B console mounted tape recorders. Complete plus remote control consolettes. Positively unused. Will sell for $1000.00 each plus crating and shipping. Originally purchased at $1700.00 each for recording company that never materialized. Garnes, 132 Matthew Street, Farmingdale, New York.

Miratel tv monitors demonstration units. New warranty 15—17" metal cabinets $215.00 each. 8—17" veneer cabinets $185.00 each. Complete line of new units available in 8", 14", 17", 21" and 24". Write: Miratel, Inc., 1082 Dionne St., St. Paul 13, Minn.

Microwave transmission line—Andrew 1⅝" Rigid 51.5 ohm, teflon insulated. Large quality, complete with connectors, ells, hardware, cables and dehydrating equipment. New. Unused. Bargain. Sierra-Western Electric Cable Company, 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Stations

Want to retire? Let me buy in and manage with eventual ownership in view. Twenty years experience in radio and tv. Prefer midwest or New England 250 station. Other locations definitely considered. Box 188R, BROADCASTING.

Haskell Bloomberg, Station Broker, 208 Fairmount Street, Lowell, Massachusetts, Telephone Glenview 5-5823.

Equipment

1 sync generator Dumont model TA-107. Box 416R, BROADCASTING.

250-watt transmitter in good condition. Write WEIR, Weirton, West Virginia.

Late model speech console in first class condition wanted. WHIT, New Bern, N.C.

STL microwave system, 900 mc band, good, used. Also assoc. equipment. Write James B. Holder, WHYL, Carlisle, Penna.

Need 900 feet 3⅛" Styroflex transmission line. Call or write D.B. Ekberg, WLOL, Minneapolis, Minn.

3-5 kw fm transmitter with or without tape player and accessories. Also interested 250 w to 10 kw, am and fm. Submit details. Compass Electronics Supply, 75 Varick Street, New York 13.

Snader-studio telescriptions 12501 thru 12507—12608 thru 12614. Jack Teagarden Orch. World transcription JS-42 Eddie Condon Orch. Both for private collection. F. G. Mahannah, 20599 Almar Drive, Cleveland 22, Ohio.

INSTRUCTIONS

F.C.C. first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City, and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gilham Road, Kansas City 9, Missouri.

Be prepared. First phone in 6 weeks. Guaranteed instruction. Elkins Radio License School of Atlanta. 1139 Spring St., N.W., Atlanta, Georgia.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting January 6, March 2, May 4, June 29, 1960. For information, references and reservations write William B. Ogden, Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

With pride we announce the opening of our new broadcasting school. Twelve weeks intensive, practical training in announcing, programming, etc. Brand new console, turntables, and the works. Reservations only. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, 35, Texas.

BUSINESS OPPORTUNITY

Opportunity for a man already in business or a man wanting to go into business for himself. Our further expansion requires additional associates in several choice franchise territories. (Sorry, no openings in southeast.) We will help the right man enter media brokerage with an established service, proven methods and a going business. Financial requirement on his part to cover his personal expenses, $6,000. Additional requirements are good character (fully bondable) and sales experience. For further information, contact Paul Chapman, 1182 W. Peachtree, Atlanta 9, Ga. Will appreciate your indication of area of interest.

MISCELLANEOUS

Production radio spots. No jingles. Free audition tape. M-J Productions, 2899 Templeton Road, Columbia, Ohio.

RADIO

Help Wanted—Sales

FLORIDA

Excellent opportunity for hard hitting experienced time salesman in highly competitive Florida market. Guarantee against commissions. Rush complete resume to:

Box 367R, BROADCASTING

EXCELLENT FINANCIAL OPPORTUNITY

On 5kw CBS middle Atlantic area. Sales manager with executive ability to do personal selling and coordinate work of 3 salesmen on local, regional and national level. Salary. This is a permanent facility with long range plans.

Box 443R, BROADCASTING

EXCEPTIONAL SALES OPENING

Western Pennsylvania, medium market station, part of growing chain, wants rising young salesman, 25 to 30, married. Must be aggressive self-starter. Permanent position. Excellent potential. Salary-commission plan. Local territory, car essential. Send complete resume, recent earnings, photo to Lee Morehouse, WPIC, Sharon, Pa.

Announcers

ANNOUNCERS

LOSING JOBS? LACK THAT PROFESSIONAL SOUND? AUDITION TAPE NOT A POLISHED . . . SHOWCASE?

S.A.S. is the ONLY school in the east that offers "PROFESSIONAL ADVANCED" coaching, in all phases of ANNOUNCING . . . including TIGHT FORMAT BOARD WORK.

10 week course for those who can qualify . . . AUDITION TAPE included with course.

Remember . . . announcers . . . are MADE . . . not born. "Let us analyze your present audition tape, THERE IS NO CHARGE."****

For information and brochure contact . . . MR. KEITH . . . SU 7-6938.

NEW YORK SCHOOL OF ANNOUNCING & SPEECH

160 West 73rd Street. *** BY APT. ONLY
New York 23, N.Y. SU 7-6938

RADIO

Situations Wanted—Sales

TOP DRAWER SALES HELP AVAILABLE TO RIGHT RADIO STATION

Former sales manager of major N.Y. City station also former owner of two stations, interested in sales manager or station manager job, although I think they are the same thing. Must be major market. I'll gamble on my ability to produce for the right property with good potential. Answers confidential.

Box 411R, BROADCASTING

Announcers

HELP! I'm a prisoner in a TEENAGE KOOKIE FACTORY!
NEED: MORNING MAN (who's different)?
NEED: PROGRAM DIRECTOR (with ideas)?
NEED: PROMOTION MANAGER (who can promote)?
GET ALL THREE FOR THE PRICE OF ONE—PLUS EXPERIENCE IN NATION'S TOP MARKETS.

Box 432R, BROADCASTING

TELEVISION

Situations Wanted

LOOKING FOR A FEMININE "JACK-OF-ALL-TRADES"?

I'm she. I write continuity . . . can produce TV and radio shows . . . double in brass as secretary; I know local and national promotion and publicity; background includes acting in several TV plays, experience as continuity director at leading major market CBS-affiliated TV station and a degree from the University of Michigan. Single. Go anywhere. Excellent references. May I hear from you soon? Thanks.

Box 436R, BROADCASTING

PURCHASING AGENT

Available. Thoroughly experienced. 27 years with same firm, purchasing for and supplying 31 branches and home office large film company. Television. Sound business judgment. Map out and work within budgets.

Box 391R, BROADCASTING

WANTED TO BUY

Equipment

Two used TK31 RCA field camera chains complete with switcher and portable Pulse generator. Also interested in portable microwave equipment. Send complete details and price to:

Box 435R, BROADCASTING

EMPLOYMENT SERVICE

RADIO — TV — ADV.

Top job placements in the dynamic southeast. Hundreds of job openings.

- Announcers
- Disk Jockeys
- News Directors
- Engineers
- Copywriters
- Salesmen

Free registration—Confidential

Professional Placement
458 Peachtree Arcade
Atlanta, Ga.
Sam Eckstein JA 5-4841

STATIONS — FOR SALE

Highly competitive metropolitan market, west. Requires aggressive management. Will also consider trade, smaller market.

Box 349R, BROADCASTING

FLORIDA

By owners, excellent growing market, all new equipment, excellent earning and growth record. Number one in market by all surveys since 1958. Financial references required. No Brokers.

Box 358R, BROADCASTING

Progressive low frequency daytime station in Southern metropolitan market. Extremely good potential. Valuable real estate included.
Box 363R, BROADCASTING

FOR SALE

Southeastern AM station — good facility in a growing market with consistent earnings record. Price $190,000 with 29% down, reasonable terms on the balance.

Box 442R, BROADCASTING

STATIONS FOR SALE

Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HOllywood 4-7279

Ala.	Single	1kw-D	35M	terms
Minn.	Single	500w	85M	terms
Calif.	Single	250w-F	65M	terms
Ky.	Single	1kw-D	100M	terms
Minn.	Single	1kw-D	105M	terms
Ariz.	Small	1kw-D	65M	terms
Ala.	Medium	250w-F	160M	terms
N.Y.	Medium	1kw-D	150M	terms
Fla.	Medium	250w-F	250M	terms
Miss.	Medium	1kw-D	98M	terms
Ala.	Medium	250w-F	70M	terms
Gulf	Metro	1kw-D	100M	terms
Ga.	Metro	5kw	200M	terms
Fla.	Large	5kw	165M	terms
Ala.	Metro	1kw-D	175M	terms
N.E.	Major	1kw-D	325M	terms
East	Major	Combo	850M	terms

And Others

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS

Atlanta
Chicago
New York
San Francisco

Please address:
1182 W. Peachtree
Atlanta 9, Ga.

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

Texas regional $79,500, $30,000 down—Midwest regional, single market. $125,000 29%—South major-market regional $300,000, 25%—Southwest major-market regional $350,000, $100,000 down—Texas single-market. $48,000, $16,500 down. PATT McDONALD, Box 9266, AUSTIN, TEX. GL. 3-8080 or Jack Koste, 60 E. 42nd, NY 17, NY. MU. 2-4813.

NORMAN & NORMAN
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

Continued from page 82

On own motion scheduled hearing, presently continued without date, for Nov. 24 at 2 p.m. in proceeding on application of South County Bcstg. Co. for new am station in Wickford, R.I. Action Nov. 16.

By Hearing Examiner Annie Neal Huntting

Scheduled prehearing conference for Dec. 2 in proceeding on applications of James J. Williams and Charles E. Springer for am facilities in Williamsburg and Highland Springs, Va. Action Nov. 20.

Upon informal request of Broadcast Bureau, continued hearing scheduled for Nov. 18 at 2 p.m. to Nov. 23 at 2 p.m., in proceeding on application of Telemusic Co. for new fm station in San Bernardino, Calif. Action Nov. 17.

Granted petition by United Bcstg. Co. (KVOG), Ogden, Utah, for postponement of various precedural dates in proceeding on its am application, et al.; on own motion continued hearing presently scheduled for Dec. 14 to Dec. 17 at 2 p.m. Action Nov. 13.

Scheduled prehearing conference for Dec. 2 at 2 p.m. in proceeding on am application of Tri-State Bcstg. Co. (WGTA), Summerville, Ga. Action Nov. 17.

By Hearing Examiner H. Gifford Irion

Scheduled oral argument on Nov. 25 (9:30 a.m.) on petition by Des Plaines-Arlington Bcstg. Co. for leave to amend its application for new station in Des Plaines, Ill., which is in consolidated hearing. Action Nov. 19.

Granted joint request of parties for continuance of hearing from Nov. 18 to Dec. 16 in proceeding on am applications of Golden Gate Corp., Providence, R.I., et al. Action Nov. 18.

Denied petition by Rollins Bcstg. Inc. (WBEE), Harvey, Ill., for leave to amend its am application to substitute new six-tower DA in place of its current four-tower proposal, using same power, hours of operation and trans. as proposed, and granted motions by Skokie Valley Bcstg. Co., Evanston, Ill., for leave to amend its am application proposing two-tower directional array instead of nondirectional operation; applications in consolidated hearing with Radio St. Croix Inc., New Richmond, Wis. Action Nov. 16.

By Hearing Examiner Forest L. McClenning

Issued order following prehearing conference in proceeding on am applications of Plainview Radio, Plainview and Star of Plains Bcstg. Co., Slaton, both Texas, formalizing certain agreements reached at Nov. 17 prehearing conference; scheduled hearing for Dec. 28. Action Nov. 17.

Granted petition by Shenandoah Valley Bcstg. Inc. (WFIL), Philadelphia, Pa., for extension of time from Nov. 16 to Nov. 27 for giving notice of witnesses to be called for cross-examination on exhibits exchanged and continued hearing presently scheduled for Nov. 19 to Nov. 30 in proceeding on am application of Bloom Radio (WHLM), Bloomsburg, Pa. Action Nov. 17.

By Hearing Examiner Herbert Sharfman

Continued hearing scheduled for Dec. 29 pending setting of new date and scheduled further prehearing conference for March 15 in matter of complaint by WSAZ Inc. (WSAZ-TV), Huntington, W.Va., alleging that AT&T has charged greater compensation for use of program transmission channels between Columbus, Ohio, and Huntington than is specified in applicable tariffs. Action Nov. 18.

Issued statement and order after prehearing conference in proceeding on fm applications of Lawrence W. Felt, Carlsbad and International Good Music Inc., San Diego, both California, setting forth certain procedural dates and continued hearing from Dec. 7 to Dec. 17. Action Nov. 17.

Scheduled hearing for March 1, 1960 in proceeding on am applications of Robert L. Lippert, Fresno, Calif., et al. Action Nov. 18.

By Hearing Examiner Elizabeth C. Smith

Granted petition by Atlantic Coast Life Insurance Co. (WBSC), Bennettsville, S.C., for leave to file late appearance in proceeding on am applications of H & R Electronics Inc., Greenville, N.C., et al. Action Nov. 18.

Scheduled prehearing conference for Dec. 10 in proceeding on am applications of H & R Electronics Inc., Greenville, N.C., et al. Action Nov. 18.

Granted petition by Bert Williamson and Lester W. Spillane, for leave to amend their application for new am station in Santa Barbara, Calif., to reflect arrangements, agreements and affidavits made in connection with proposed withdrawal of competing application of Goleta Bcstg. Associates for new am station in Goleta, Calif. Action Nov. 18.

Scheduled prehearing conference for Dec. 3 in proceeding on am applications of Radio Muscle Shoals Inc. (WOWL), Florence, Ala., et al. Action Nov. 18.

Scheduled prehearing conference for Dec. 11 in proceeding on am applications of Florence Bcstg. Inc., Brownsville, Tenn., et al. Action Nov. 19.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of November 20

KAGO Klamath Falls, Ore.—Granted assignment of licenses to **Gibson Radio Inc.**

WTTF Tiffin, Ohio—Granted assignment of cp to WTTF Inc.

KBUY Amarillo, Tex. — Granted assignment of cp to **David R. Worley**, et al., d/b as **Amarillo Bcstrs. Ltd.**

WWJ-FM Detroit, Mich.—Granted cp to install new trans. (site of main trans.) as aux. trans.; remote control permitted.

KCJC (FM) Kansas City, Kan.—Granted mod. of cp to increase ERP to 63 kw, decrease ant. height to 285 ft., change type trans. and make changes in ant. and trans. systems.

Following stations were granted extensions of completion dates as shown: KCJC (FM) Kansas City, Kan. to Jan. 8, 1960; KFVS-TV Cape Girardeau, Mo. to June 17, 1960; KVNU-TV Logan, Utah to May 11, 1960.

Actions of November 19

WCRC Scotland Neck, N.C.—Granted assignment of cp to WCRC Radio Inc.

KDAY Santa Monica, Calif.—Granted license covering increase in power, installation (DA-D), new trans. and changes in ant. and ground system.

KTEE Carmel, Calif.—Granted mod. of license to change studio location and remote control point.

WFTC Kinston, N.C.—Granted cp to install new type trans. (main).

KOA Denver, Colo.—Granted cp to install new type trans., new ground system; make change in ant. system (increase height), change ant.-trans. location and make changes in ground system; condition.

WWCH Clarion, Pa.—Granted mod. of cp to change ant.-trans. location and make changes in ant. system (reduce ant. height).

KQTY Everett, Wash.—Granted mod. of cp to change type trans.

WTOJ Tomah, Wis.—Granted mod. of cp to change type trans.

KYAP Ruidoso, N.M.—Granted mod. of cp to change type trans.

KHOB Hobbs, N.M.—Granted mod. of cp to change ant.-trans. location, studio location, change type trans. and make changes in ant. and ground systems.

Following stations were granted extensions of completion dates as shown: K70BE California Oregon Television Inc., Butte Falls, Ore. to May 12, 1960; WEMB Erwin, Tenn. to March 1, 1960; WSID-FM Baltimore, Md. to March 19, 1960.

Actions of November 17

KLYR Clarksville, Ark.—Granted assignment of license to **Roy Forrester.**

Granted licenses for following am stations: KCCL Paris, Ark.; KVLG La Grange, Tex.; WAKO Lawrenceville, Ill., and specify type trans.; WRFB Tallahassee, Fla.; WGAS South Gastonia, N.C., and specify main studio location; remote control permitted; KBAN Bowie, Tex., and change type trans.; KPNG Port Neches, Tex.; WHEW Riviera Beach, Fla.; WDVL Vineland, N.J.

Granted licenses for following fm stations: WAEF-FM Cincinnati, Ohio, and KQAL-FM Omaha, Neb.

***WCWM Williamsburg, Va.**—Granted license for noncommercial educational fm station.

WHCN (FM) Hartford, Conn.—Granted license covering change in frequency and installation new trans. and ant.

WLBE Leesburg-Eustis, Fla.—Granted license covering change of daytime power, change from DA-N day to nighttime only and installation new trans.

KWBB Wichita, Kan. — Granted license covering change in power and installation new trans. and make changes in DA system.

WELO Tupelo, Miss. — Granted license covering change in facilities installation new trans. and DA and change trans. location.

WJMJ Philadelphia, Pa.—Granted license covering increase in power, installation new trans., DA-D, make changes in ant. and ground system and change ant.-trans. location.

WAAA Winston-Salem, N.C.—Granted license covering installation new trans.

KWBB Wichita, Kan.—Granted license to operate old main trans. as aux. day, alternate-main night.

WMLT Dublin, Ga. — Granted licenses covering increase in power, change ant.-trans. location, make changes in ant. (decrease height) and ground system, and installation new trans.; remote control permitted; and use old main trans. and ant. as aux. trans. and ant.

WACL Waycross, Ga. — Granted license covering changes in DA ant. system.

WKMH Dearborn, Mich.—Granted license covering installation aux. trans.

WQXI Atlanta, Ga.—Granted license covering changes in nighttime DA pattern.

WFLY (FM) Troy, N.Y.—Granted cp to change frequency to 92.5 mc.

***WUOT Knoxville, Tenn.**—Granted cp to install new type trans. as aux. trans.

WOMC (FM) Detroit, Mich. — Granted mod. of SCA to make changes in transmitting equipment.

KBBW (FM) San Diego, Calif.—Granted mod. of cp to change type trans., increase ERP to 38 kw, decrease ant. height to 280 ft., install new ant. and make changes in ant. system.

Following stations were granted extensions of completion dates as shown: KRAK Stockton, Calif. to March 1, 1960; KOMA Oklahoma City, Okla. to Jan. 20, 1960; WCOL Columbus, Ohio (aux.) to June 17, 1960, and WCOL-FM Columbus, Ohio to June 17, 1960.

Actions of November 16

KWYN Wynne, Ark.—Granted acquisition of positive control by **Raymond O. Raley**, individually, through purchase of stock from **John Eads Douglas** by **East Arkansas Bcstrs. Inc.** and retirement to treasury thereof.

KXLY Spokane, Wash.—Granted license covering installation new trans. and change studio location.

K72AJ Susanville & Herlong, Calif.—Granted license covering changes in tv translator station.

KHQ-TV Spokane, Wash.—Granted cp to change ERP to vis. 87.1 kw, aur. 44.7 kw, change trans. location, and make changes in ant. system and other equipment; ant. 2,150 ft.

WABC New York, N.Y.—Granted cp to install new trans.; without prejudice to such action as Commission may deem warranted as result of its final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission.

WMIC St. Helen, Mich.—Granted mod. of cp to change ant.-trans. and studio location, type trans. and make changes in frequency control equipment.
trol permitted.

KUTE Glendale, Calif.—Remote control permitted.

Following stations were granted extensions of completion dates as shown: WEGS TV Waycross, Ga. to June 9, 1960; WAIM-TV Anderson, S.C. to May 1, 1960; KSEA (FM) San Diego, Calif. to April 18, 1960; WMIC St. Helen, Mich. to March 15, 1960.

KTNM Tucumcari, N.M. — Granted authority to sign-off at 6 p.m., except for special events for period ending Feb. 15, 1960.

KVRH Salida, Colo.—Granted authority to sign-off at 8 p.m., except for special events, for period ending Feb. 15, 1960.

PETITION FOR RULEMAKING FILED

General Electric Co., Lynchburg, Va.—Requests adoption of procedures whereby public may obtain duplicate copies of Commission's frequency data cards.

Radio Corporation of America, New York, N.Y.—Requests adoption of standards for RCA system of stereophonic broadcasting for standard broadcast stations. Ann. Nov. 20.

License Renewals

Following stations were granted renewal of license: KAHI Auburn, Calif.; KDAY Santa Monica, Calif.; KGST Fresno, Calif.; KMJ Fresno, Calif.; KMYC Marysville, Calif.; KROY Sacramento, Calif.; KPAY Chico, Calif.; KPMC Bakersfield, Calif.; KPOL Los Angeles, Calif.; KPPC Pasadena, Calif.; KPRL Paso Robles, Calif.; KRDU Dinuba, Calif.; KRNO San Bernardino, Calif.; KSCO Santa Cruz, Calif.; KSDO San Diego, Calif.; KSFE Needles, Calif.; KSMA Santa Maria, Calif.; KSPA Santa Paula, Calif.; KSUE Susanville, Calif.; KWSD Mt. Shasta, Calif.; KYNO Fresno, Calif.; KASK-FM Ontario, Calif.; KMYC-FM Marysville, Calif.; KPEN (FM) Atherton, Calif.; KPFA (FM) Berkeley, Calif.; KPOL-FM Los Angeles, Calif.; KQXR (FM) Bakersfield, Calif.; KRFM (FM) Fresno, Calif.

Last year, traffic accidents killed 37,000, injured 1,400,000

. . . and they wasted Five Billion Dollars!

Traffic accidents' human toll is so tragic we sometimes overlook their staggering economic waste. Five Billion Dollars in lost wages, medical expenses, insurance costs and property damage! Your business—every business—shares in this loss. So you have a double interest in helping reduce traffic accidents. And you *can* help! Drive safely and obey the law yourself . . . certainly. But go further. Use your influence to promote safe driving and urge strict law enforcement. To make your efforts more effective, join with others working actively to reduce traffic hazards in your community. *Support your local Safety Council!*

Published in an effort to save lives, in cooperation with the National Safety Council and The Advertising Council.

OUR RESPECTS TO . . .

Simon Bernard Siegel

In a business often equated with brashness and spectacle, Simon Bernard Siegel seems a misfit. He is modest beyond belief.

Few men in television, or in the entertainment world at large, rank so high or remain so obscure. It is a clear case of hidden prominence. As financial vice president and treasurer of American Broadcasting-Paramount Theatres and its ABC division, he carries an authority such as few other No. 2 men hold anywhere. Yet the lowliest assistant vice president of almost any organization in the business would be safe in assuming he'll get more publicity than Si Siegel does—if, indeed, he has ever heard of Si Siegel.

This anonymity is deliberately sought and carefully protected. Si Siegel makes no speeches. He issues no statements, no policy pronouncements. His official biography takes up a full page of typescript only because the AB-PT press department (1) went to considerable pains and (2) used unusually wide margins.

No Buffer Between • But his associates know that, next to President Leonard Goldenson, Si Siegel is—well, he's next. Nobody stands in between. When Mr. Goldenson is away, Si Siegel is the operating head of AB-PT, and that includes the whole show. He is the only man, aside from President Goldenson, who single-handedly can overrule even the divisional heads. He is the money man and administrative expert to whose counsel Mr. Goldenson listens most attentively.

He is also the man who has been associated with Mr. Goldenson longer than anyone else at AB-PT. This is not to suggest that closeness to the boss had anything to do with Mr. Siegel's attaining his position of eminence. If anything, according to associates in the AB-PT hierarchy, the reverse is true—he attained that closeness only after he proved his right to eminence on the merits of his work. He has known and worked with Mr. Goldenson—whom he regards as a man who "has everything the old showmen ever had, plus everything else"—since 1940.

Simon Siegel was born March 16, 1906—in Denver, the son of Bernard and Ida Siegel. The family moved to New York when he was six years of age, and he was educated in the Brooklyn public schools.

Early Start • When he was 12, his father died, and the young Si entered the world of commerce while continuing his schooling. He went to work delivering groceries and handling assorted odd jobs after school and, a little later, reversed the process and started studying at night while earning money in the daytime.

Figures always came easy with him and his nighttime studies were in accounting, which at the time seemed an attractive way of life. His first professional job was with a public accounting firm at $12 a week. Whether the salary was an influencing factor is not a matter of public record, but after about a year Mr. Siegel decided the life of a CPA was not for him and he resigned the job.

About this time he took Civil Service examinations in the accounting field. But the appointment was slow in coming through and, while waiting, he took a job in 1929 as junior auditor with Famous Players-Lasky Corp. Six months later the Civil Service appointment was offered him, but his work already had impressed his Famous Players bosses to the point that they didn't want to lose him. They offered more money as an inducement to stay. Mr. Siegel, impressed by this expression of logic, passed up the government appointment and has never regretted it for a moment.

Now he was in show business to stay. Famous Players eventually became Paramount Pictures Inc., and after several promotions he was named assistant comptroller of the company's theatre division in 1941, and comptroller in 1949.

AB-PT's SI SIEGEL

The wheel that doesn't squeak

The Spin • He stayed with the theatre interests—and with Mr. Goldenson, who headed them—when they were spun off into the newly formed United Paramount Theatres on Jan. 1, 1950, serving as comptroller. Three years later, when UPT merged with ABC and added radio and television to its theatre interests, he became treasurer of the resulting company, AB-PT.

In 1957 Mr. Siegel was advanced to financial vice president and treasurer of AB-PT and ABC, in 1958 was elected to the AB-PT board of directors, and earlier this year was appointed to the board's executive committee.

From these multiple positions he is intimately concerned with the full scope of AB-PT interests, which include AmPar Records, electronics manufacturing and a substantial block of stock in Disneyland park, as well as television, radio and theatre holdings. To these was added, a week ago, the Prairie Farmer Publishing Co., which includes *Prairie Farmer*, *Wallace's Farmer* and *Wisconsin Agriculturist* plus—subject to the customary FCC approval—the remaining half interest in WLS Chicago, of which AB-PT already was 50% owner.

Expansion If • Although its current interests are largely in the entertainment area, Mr. Siegel says AB-PT would not be reluctant to expand into other fields—provided that they are compatible with the entertainment business.

Mr. Siegel lives in Yonkers, N.Y., with his wife, the former Rose Papish, a Brooklyn girl whom he married in 1928. They have a son, Dr. Bernard Siegel, now in his second year of surgical residency at Yale Medical Center and the father of two children, and a daughter, Irma, who was married to Dr. Leonard Weissbein a few days after her graduation from Vassar College last June.

In his private life Mr. Siegel practices the same quiet decorum that marks his conduct of business affairs. Carpentry is his principal hobby, though at one time it had to compete with handball for his after-hours attention. The quiet approach to life unquestionably gives him a deep sense of satisfaction. "If I had to do it over," he confides, "I wouldn't change a day."

Believability

EVERYBODY expected the newspapers to make hay out of television's quiz scandals and related troubles. Some idea of the extent to which they have succeeded is now available in survey results distributed to subscribers 10 days ago by the McClure Newspaper Syndicate.

This survey, one in a weekly series done for McClure by Trendex News Poll, using the Trendex organization for the interviewing, indicates that television's believability as an advertising medium is in low repute indeed. And radio's would appear to be in even worse shape, while newspapers' —and to a lesser extent magazines'—is riding high.

Example: Asked to rank the four major media according to the believability of their advertising, 88.2% put newspapers in first or second place, as against 64.2% for magazines, 30.9% for television and 16.7% for radio.

The results are at such odds with other studies of media believability that the first inclination is to scoff. But let's assume that they're accurate. We know, already, that the quiz scandals have hurt television's image. This was demonstrated in a survey conducted for BROADCASTING'S Nov. 9 issue by Sindlinger & Co. (though those results did not look nearly so damaging to tv, and did not evaluate radio or other media at all).

So far, however, there has been no indication of appreciable changes in average audience size.

Radio and tv are part of our way of life. The youngest of the mass media, they have accomplished more in a generation than the printed media have in two centuries. The dislocation shown by the Trendex survey, induced by the volume and weight of the news about broadcasting's troubles, is temporary. Future surveys will prove this.

If advertisers will be straightforward in their commercials (as indeed almost all of them are), they can soon turn the skeptics into believers. The persuasive power of television and radio is so great that it needs only to be used with skill and honesty to reverse the standings of the Trendex News Poll.

A year from now

WHAT will it be like a year from now?

Occult vision isn't required to divine that television (and radio) still will be in the throes of an investigatory nightmare. By then there may be indictments for perjury in the quiz-rigging affair. The mortality among disc jockeys who took payola will be heavy.

And, with 1960 a presidential campaign year, there will be an open season all year long for political pot-shotting at broadcasting. With the quiz target riddled and no longer headline stuff, the shooting will be diverted to such reader-appeal items as program ratings, advertising excesses and merchandising giveaways—all made to appear much worse than they are.

In the process there will be changes within and outside broadcasting. While government usually moves slowly, the fervor whipped up by headlines and magazine cover stories will speed the regulatory and possibly the legislative processes. If broadcasters do not clean house themselves, Congress can be expected to act—probably upon recommendations for new control from the FCC and the FTC. But even if there is no legislation, there henceforth will be closer scrutiny by the regulatory agencies of station and network operations.

It really doesn't matter much now whether the NAB, as the overall trade association, asserts the leadership that was to be expected of it, but which so far has been nonexistent. If the NAB doesn't do something fast, effective and inspired, its reason for being will cease. There will always be a trade association, we presume, but other people will be running it, doing the legislative and public relations jobs that need to be done.

The leadership will emerge even if independent broadcasters and the networks have to form their own emergency corps. Practically every responsible government official has said he wants to see the broadcasters solve their own problems from within. Most officials look to a tightened voluntary code, with enough teeth to discipline offenders, as perhaps the most effective immediate way out. But they do not believe this can be accomplished unless a vast majority of the operating tv stations subscribe to the code—as against the 271 (roughly half)—now in the fold. Indeed, there are already encouraging signs, following the closed circuit appeal a fortnight ago by Don McGannon, Code Review Board chairman. If the code gets the support it deserves, through enrollment of most stations, a large step will have been taken in the avoidance of new restrictive legislation.

At this stage name-calling and back-biting serve no purpose. The scapegoats are those who already have or who are about to get the pink slips among the packagers, producers, disc jockeys, program directors and others who have been on the payola receiving line.

The result of all this is a serious loss of prestige. There is an economic loss too, not so much in immediate sponsorship defections, but in paying of contract commitments, hiring of replacement personnel, replacement of programs, and cost of litigation and hearings.

Radio and television, it follows, will become a less attractive field for the pitchmen and the sharpies. They, it is to be hoped, will move on to other pursuits. With controls tightened (all from within, we hope) radio and television will not prove so attractive to the Midas-touch entrepeneurs who move in, build up properties through hot rod promotions, and then move out with handsome capital gains.

This appraisal, at a time when evil winds swirl about broadcasting, may appear ill-timed. We venture these comments because we are confident that career broadcasters—the old pros plus the brighter of the new generation—will meet the challenge. It won't be the same henceforth.

The answer, as we have said repeatedly, is in the assumption of control of editorial content—which means all programming. The move is definitely in that direction. Once this is achieved, there will emerge a stronger, better broadcasting art and business, directed by professionals and catering to the public they have served so well since the first regular radio broadcast 39 years ago.

Drawn for BROADCASTING by Sid Hix

I've found out who started the wild rumor that our show was cancelled . . . the sponsor."

LET YOURSELF GO KPRC-TV, HOUSTON and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful "2". You will be too!

KPRC TV availabilities include programs, minutes, chainbreaks, and ID's. Prices range from about $90 to $1100. Ask your Edward Petry man for a demonstration.

KPRC-TV, HOUSTON, TEXAS *(An Affiliate of the National Broadcasting Company)*

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